The National CLEANER E DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

SEPTEMBER, 1953



Small drive-ins can be offective Page 44

Remodel profits in new fur styles Page 54

Wholesale shirts find ready market. Page 76

Training finishers on dyework . . . Page 100

LEFT: Suits, shirts, shees serviced while you sip free coffee or soft drink and read magazine at United - DeFarest Quick Servicentre in Yeronto. See story on page 38

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Some old Eastern philosophers say that man changes completely every seven years, growing from child to yourn, to adolescent, then young adult, and so on through the more subtle changes that lead eventually to the contemplative years of a Baruch or a Shaw.

Old Itchy Feet

Be that as it may, the writer finds himself right on schedule again! Perhaps is is mere coinci-dence that it was almost

exactly 21 years ago that he first made contact with the drycleaning industry. It was 14 years ago that he left to go farming and to play with Uncle's subma-rines. And it was little over seven years ago that he returned to rattle in the editorial shoes of Paul Trimble and Roy Denny.

So, today the "itchy-foot fever" is rampant again—and again we're moving on! As of September 1, 1953, we ceased to be editor of NATIONAL CLEANER & DYER.

It's no secret to those who know him well that ye editor always loved to travel, and that he had no love for office routine. Or perhaps it's a yen to be free of deadlines and rigid schedules (now that we know we can cope with such strictures after 10 years of it).

We have worked 46 of the states and several Canadian provinces, and have visited practically all the major cities of these two countries. Yet we can't say we know them! All too often we've been forced to arrive in a city at night or at dawn, have hibernated in a hotel for a two- or three-day convention, and have rushed away again, without ever seeing your "fair cities." Can that be called traveling, knowing most cities by the dining room and bar of their better (usually) hotels?

So-o-o, we're going to try to travel the way we'd like to, taking time enough to meet the natives get acquainted. Since we have to eat something besides atmosphere, we're going to "free lance" in the business-paper field. We aren't deserting the drycleaning business that provided us a good living for so many years, for we'll still be writing in the drycleaning field, more so than ever perhaps. Anyway, we'll still be seeing you!

If you see an old green Buick loaded with type-If you see an old green bunck loaded with type-writers, cameras and luggage up to here, it's proba-bly us looking for new wrinkles in the cleaning plants, laundries, sporting-goods houses, motels, restaurants (the wife already writes for the last two), hardware stores, truck and car fleets, lumber yards, plumbing and heating firms, etc., etc.

There's just one thing that worries us, the wife and ye ex-editor. If we aren't very careful we'll be bucking a dozen deadlines each month instead of one!—W. R. P.

WILLIAM R. PALMER Editor **GALINA TERR** Managing Editor

LOU BELLEW Associate Editor

HENRY MOZDZER Associate Editor

ROLLIN NELSON Art Editor

DAVID G. KAPLAN Fur Editor

JOSEPH C. McCABE Engineering Editor Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations, Gaylord Donnelley, Chairman of the Board, David L. Harrington, President and Chairman of the Executive Committee, Curtiss E. Frank, Executive Vice President and General Counsel, Albert M. Andersen, Executive Vice President, J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice Presidents, Harry W. Warner, Secretary-Treasurer, Changes of address should reach in at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, 84.00 per year in advance, foreign countries in Postal Union, 86.09, Single copies, United States and Canada, 50 cents; foreign, 75 cents, Guidebook issue, \$1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: ORegon 9-4000



Eastern Advertising Offices, 304 E. 45th St., New York 17, N. Y.; Telephone: ORegon 9-4000 Western Advertising Offices, 20 N. Wacker Drive, Chicago 6, III. Telephone: FRanklin 2-9366-67 Cappright 1958. The Reishen H. Donnelley Corporation. The entire contents of this publication covered by gen-eral cappright, All rights reserved. Postmaster: Mail Form 3579 for undeliverable copies to 304 East 45th Street, New York 17, N. Y.

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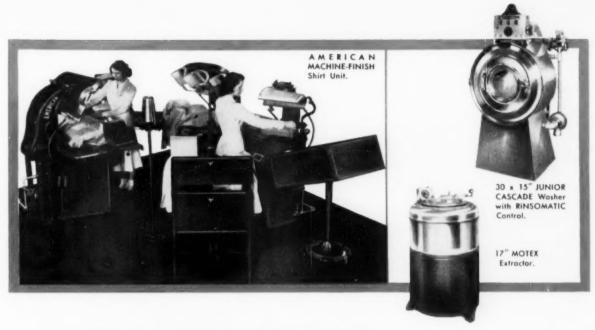
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Surprisingly soon, increased volume pays for your American Shirt Laundry.

Install an American 3-Girl Shirt Laundry!

Three operators handle everything . . . from marking in to final wrapping. And, with an American Shirt Laundry you can offer extra quick, customer-pleasing service. You completely launder and quality-finish 2000, or more, shirts a week. That's extra volume . . . every week! And it's high-profit volume!

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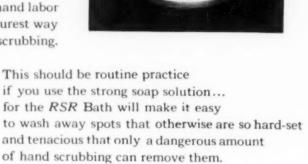
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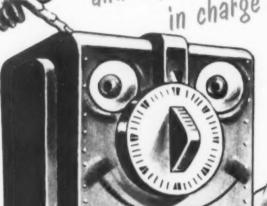
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Just set the dial on my face, for the first load. I'll maintain absolute uniformity, load after load, without handling, adjusting or check-up!

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LETTERS to the EDITOR

Water Treatment for Vertical Boiler

To the Editor:

I read your article in the National Cleaner & Dyer for May 1953, in connection with water treatment for package boilers and high pressure horizontal steam hollers.

We operate a 10 hp. boiler at 80 pounds steam pressure and it is a vertical boiler. We would like to know if you could tell us whether we could get the proper scale-resistant material for use in this boiler. We do not have the water-softener attachment to this boiler but are considering installing one.

E. R. Rimback

Millburn, N. J.

Rimback Storage Company

With a 10 hp, vertical boiler you can generate up to 350 pounds of steam per hour. The actual amount of water within your boiler at any given time is going to be very little so you can run into special problems if you introduce water-treatment chemicals in, say, slugs or widely spaced shots.

If you have a condensate return tank (not too likely with this size unit) you can add your chemicals here. We'd suggest a combination of one of the phosphates and a special organic to keep the settled-out solids fluid. The exact one of the phosphates and its companion organic depend on how alkaline your raw water is. We'd suggest you contact a competent water-treatment supplier on this score.

The monosodium and meta phosphates are acidic; that is, when they dissolve in distilled water they make it mildly acid. Disodium phosphate makes the water mildly alkaline; the complex phosphates do more so and trisodium phosphate very much so. Therefore you'd have to have your raw water analyzed to select the individual equipment.

If you have no condensate return tank, we'd suggest you add the chemical when you fill up the boiler or when it is at rest. Again, to state exactly how much would depend on your water analysis and the chemical selected. As an example, for a New York City water coming from the Catskill reservoir about 16 pounds of trisodium phosphate will raise 1,000 gallons to a total alkalinity of 500 ppm. expressed as calcium carbonate, certainly ample for this water. On top of this you add a suitable organic compound.

Next, in operation, we'd suggest several blowdowns during the running hour. They can be slight but make at least two, preferably more, each day so what solids do settle out will be removed quickly and not build up.—J.C.McC.

Wants "Prima Donna" Abolished

To the Editor:

As you see I'm very much interested in your department, "People and Places." I would like a copy of "Profitable Alterations." I have some compliments for you and your splendid articles.

I also have a moot and delicate matter to discuss with you. Briefly it concerns the phrase "prima donnas," and the manner in which this expression is used. When used for editorial comment the words have been given a sneering, negative slant.

The skilled craftsmen in the back room (the old-timers) who are really the ones who read NATIONAL CLEANER & DYER, and who pay for the subscriptions

themselves, if it is not forthcoming from the plant in which they are employed—these peoples' faces reflect burning shame and mounting anger when on the editorial page reference is made to them in this manner.

These people are good. They are nonacquisitive by nature although a certain percentage eventually open plants of their own. Thus our industry grows. These people say, "Why would they print that?"

The irony of it, it seems to me, is the fact that both the Institute and The National Cleaner & Dyer are responsible for the knowledge of these men, and it must be said to their credit that both the Institute and The National Cleaner & Dyer have through the years done a superb job in their respective fields.

I said I would be brief, but I ask you—who responded to your test when you wanted to find out if a column was being read?

The "spotter," of course!

"OLDTIMER"

Properly used, the term "prima donna" does not apply to any whole group of people. We don't use the term very often. When we do, it is meant to apply specifically to the type of employee who acts as though he or she deserves special privileges and refuses to cooperate with either his employer or fellow employees.

The good oldtime skilled craftsman does not fall into this category. Such behavior is usually the resort of someone who is partly bluffing his way and is afraid of being shown up. Actually, the drycleaning industry today needs a higher percentage of the oldtime true craftsmen with a stronger appreciation for quality.—Entron

Take 'Em Off!

To the Editor:

As you know, there were no cuffs on men's pants during the war, and it sure made work easier. After the war, when I was in business in Compton, California, cuffs started coming back. When I noticed how unsanitary they were I decided to make a list of what I found in men's and ladies' slack cuffs:

Pennies, nickels, dimes, quarters, half dollars, dollar bills, 5- and 10-dollar bills, cigarette ashes and stubs, cigar ashes and stubs, snuff, tobacco, tobacco spit, chewed tobacco;

Gum. bubble gum, candy, peanuts, peanut hulls, assorted nuts, worms (alive), bugs;

Pins, hairpins, safety pins, needles, stickpins (one diamond), cuff links, rings (one diamond);

Grass, seeds, weeds, straw, fingernails, tacks, thumb tacks, small nails, nail clippers, nail files, combs, show tickets, bottle caps, cracker and bread crumbs, glass, hair, dog hair, pencil sharpenings, wood, brass, steel, aluminum shavings.

You see what I am trying to get at. Can't the cleaners try to find some way to make tailors either make a false cuff or stiffen up the trouser leg to hold a crease and do away with the most unsanitary piece of clothing in existence?

Long Beach, California

Tom Ray Retired Drycleaner

Heaving fit for a Queen

DARCO DC...

the economical way to keep your solvent fresh and clean

If you clean the charged soap way—watch your sight glass. Make sure that your solvent never gets darker than a straw color. If it does, you can be sure that it's in no condition to clean . . . because you simply can't clean with dirty solvent.

It's easy—and economical—to keep solvent clean with Blue Label Darco DC. This activated carbon does a superior job of removing impurities . . . keeps solvent in top condition to produce sweet-smelling, bright-looking, customer-pleasing work.

COMPARE DARCO DC with ordinary filter powders—and you'll find that Darco leads in every way:

- Decolorizes better—adsorbs up to ten times as much bleeding dves.
- Sweetens better—takes out from 2 to 10 times more fatty acids, when used in very dirty solvent.
- Saves soap and solvent—retains very little soap or solvent.

For detailed recommendations from leading soap manufacturers on the use of Darco DC in charged soap systems, write for this new folder. And for best results in any cleaning system, use Blue Label Darco DC once a day EVERY DAY.







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Built entirely of black metal and electrically welded throughout . . . open type cylinder ribs for maximum cleaning action with less power.

Open end type . . . reduces drying time, deodorizes, cools and fluffs . . . compact and efficient . . . uses new, open type, non-clogging fan.

BALANCE YOUR PRODUCTION FOR EFFICIENCY

GROSSAIR Tumblers are designed to handle standard washer loads without overloading. So when you pair the 42" GROSSAIR Open End Tumbler with the 36" x 54" GROSS SIL-EX Black Metal Washer you get perfectly balanced loads for top efficiency. And you balance your production because each handles a complete load . . . at the least operational cost.

Other GROSSAIR Tumblers, 38" x 36" and 36", are proportioned to standard washer loads.

All GROSS Equipment is engineered for long, trouble-free life and incorporates the most modern design and construction. Write today for complete information on GROSS Equipment and on how to balance your production and increase your profits.

The New, Revolutionary GROSS-EX Washer-Extractor is now being delivered. Look for our October ad for details on this amazing machine that requires no special foundation.



GROSS MACHINERY CO. INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment 183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.



Martin Model 25 Deluxe*-25 lbs. capacity. For use with Perchlorethylene Solvent,

Only the Martin Perc Unit Gives You Open-End, Open-Pocket Reversing Action

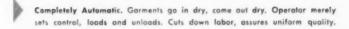
The Martin Model 25 Deluxe Automatic Cleaning Unit washes, extracts and dries up to 25 lbs. in only a 3 by 10 ft. space. You get more production in less space and at less cost, higher quality work, too. Check all the features and see why Martin does more.

ough washing and drying. No par-

titions mean no divided loads to weigh, no tangling of clothes. You have better quality cleaning per load, save more work hours per day.

^{*} For greater capacity, get the Martin Model 30 Deluxe Unit—28 lbs. capacity, cleans and extracts 4 loads per hour. Used with Martin Percsaver for drying.

Plus All These Exclusive Features



Strip Distillation. Permits continuous or batch distillation. Recovers solvent from still residue. Solvent savings mean added economy.

Powderless Filtration. Eliminates costly filter aids. No filter powders to absorb solvent. No filter studge to clean out. Lowers solvent costs, reduces annoying work.

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Compact, Simple Design. Extremely simple to install, operate and maintain.

Add the Percsaver Now or Later To Double Your Cleaning Capacity!

The Percsaver, installed with the Martin Model 25 Deluxe Cleaning Unit, dries and deodorizes your loads quickly, reclaims solvent. Releases cleaning unit for washing and extracting only. Operator can put out a fully dried and deodorized load every 15 minutes. With its big-volume drying capacity, Martin Percsaver more than doubles your cleaning production.



Martin Percsaver—For use with any perchlorethylene cleaning unit, Model 30 PT, 30 lbs, dry weight capacity,

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EQUIPMENT COMPANY

The American Laundry Machinery Company
Cincinnati 12, Ohio

Find out today how Martin Perc Cleaning Units can make more money for you, Just write for the name of your authorized dealer.

SIGNS of the TIMES

Flammable Fabrics Act: June 30, 1954, is the effective date of the Flammable Fabrics Act passed by the recently recessed Congress. The Act prohibits the sale of any article of wearing apparel, and fabric which is intended or sold for use as wearing apparel, when it does not meet the prescribed tests. It does not apply to fiber or yarn, or to interlining fabrics sold for use in wearing apparel.

The act will be administered and enforced by the Federal Trade Commission, which hopes to make maximum use of voluntary compliance through the cooper-

ation of the industries concerned.

2 2

Fire Prevention Week: In proclaiming October 4-10 Fire Prevention Week, President Eisenhower noted that during the past year fire disasters had reached the highest peak in many years in both loss of lives and destruction of property.

The National Chamber of Commerce states that it is planning programs to include community fire-prevention education and inspection of fire-fighting equipment in communities, industrial plants, offices, homes

and schools.

#

Safety Manual: The National Safety Council has issued "Working Together for Safety," a new manual of safety rules for employees. The handy 32-page booklet contains instructions in safe work habits applicable in most plants; a good many of the rules apply in the drycleaning field.

The safe practices covered include general safety regulations, machine operations, use of hand and power tools and compressed air, fire prevention, ladders,

housekeeping and related topics.

A free sample copy and prices for quantities may be obtained by writing to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

2 2

Latest Management Aids: Two subjects of continuing interest to the plantowner are discussed in Nos. 32 and 33 in the series of Management Aids for Small Business published by the Small Defense Plants Administration.

The subject of No. 32 is "How Trade Associations Help Small Manufacturers." It lists 12 services performed by trade associations of which all but one (maintaining a labor relations service) are performed by the national and many of the state associations in the drycleaning field.

"Borrowing Money From Your Bank" is the title of No. 33, which summarizes the basis on which a bank makes loans, the figures and information the prospective lender should be able to present, and acceptable types

of collateral.

The Management Aids may be obtained from field offices of the Small Defense Plants Administration or the U. S. Department of Commerce, or by writing to the former at Washington 25, D. C.

Storage Racks Cleared in Utah: The 1953 legislature of Utah passed a new law limiting drycleaners' responsibility for uncalled-for garments to 90 days. After that period they can be sold, after the proper notification formalities.

Director Ray E. Showell of the Utah State Cleaners Association credits the passing of the law to the cooperation of the group, and particularly to the work of Chuck Romney of Alta Cleaners, Salt Lake City, in

winning over the state legislators.

2 2

Profitable Storm: The eccentricities of summer weather are not as important to drycleaners as to farmers, but if it's eccentric enough it can have a substantial effect on business. This was demonstrated recently in the metropolitan New York area when, after a month of rainless weather, a morning downpour took on the proportions of a cloudburst.

The effect on while-you-wait pants pressers was a colossal one-day boom. Commuters arriving from the suburbs with sodden trousers rushed to have them made presentable for the day's business. According to a radio report, one valet shop in Grand Central Terminal, which normally does 15 to 20 while-you-wait jobs a day, handled about 1,500! No, the announcer did not say where the proprietor got the manpower.

#

Lethal and Legal? Newspapers all over the country have picked up an item from the trade magazine, *Electrical Merchandising*, about a Chicago entrepreneur who is considering the marketing of a home drycleaning machine. However, because of explosion hazards and the possibility of liability suits, his idea is to label the equipment "Not to be used for drycleaning."

The gentleman from Chicago exaggerates the literalness of legal interpretations. No judge would be likely to accept such a blatant attempt to evade responsibility. And let's pass over the ethical and moral aspects, including potential violation of the Sixth Companyable o

cluding potential violation of the Sixth Commandment.

What we can't figure out is—how do you promote
the sale of a product designed for a certain purpose by

stating it can't be used for that purpose?

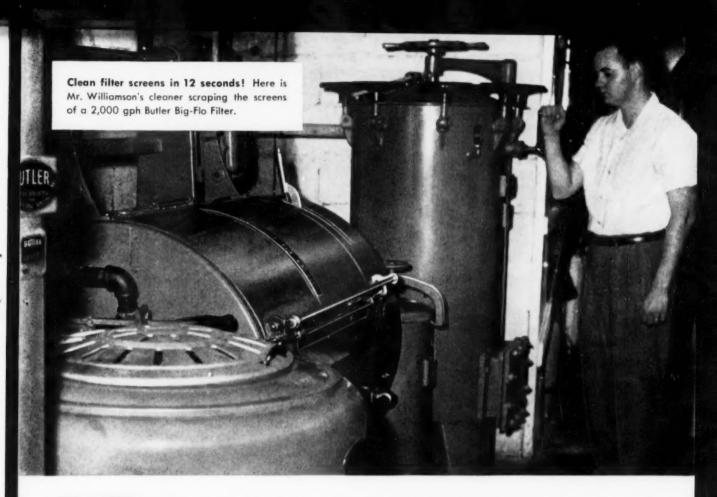
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Public Service by Drycleaners: William L. Wark, drycleaner of Salem, Ohio, has been named permanent secretary of the local civil defense corps.

2 2

Buzzing Bundle Drop: The after-hours depository installed by a Seattle drycleaner for his customers' convenience proved a source of embarrassment to him and of considerable pain to a customer. Arriving before opening time, the customer opened the bundle drop—and let out a swarm of hornets.

The newspaper account does not tell whether or not the stung customer still patronizes the same drycleaner.





"We doubled our dry cleaning business in one year with the help of BUTLER plans and products"

says Floyd Williamson, H & S Laundry and Dry Cleaning Co., Lyons, Kansas

"The Butler dry cleaning plant we purchased last year has helped us double our volume", says Mr. Williamson. Like many successful cleaners, Mr. Williamson has found that big-capacity Butler equipment and step-saving Butler plant layouts can boost output, improve quality of work and slash costs.

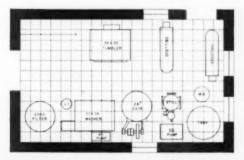
"We saved over \$400 in labor and solvent costs the first year with the mechanical scraper and pump suction Air Cleanout on our 2,000 gph Big-Flo Filter," says Mr. Williamson. "Clean, fresh solvent also gives us more passups, shorter tumbling time, and brighter colors!"

An efficient plant layout, and Butler equip-

ment of the proper size and type are two of Mr. Williamson's success secrets. Both are within your reach.

At your request, a Butler cleaning plant expert will study your operation. Then Butler engineers will use his findings to plan a step-and-motion-saving plant layout tailor-made for your needs. They will also recommend methods and machines that can help you do a greater volume of top-notch cleaning at a cost that leaves more profit for you. Arrange for your FREE plant study. Write Butler, today.

No matter what cleaning equipment you need . . . Call Butler First



This cleaning room layout, developed by the Butler Plant Layout Service, helped Mr. Williamson double his dry cleaning volume the first year.

HANSAS (114, MO.

Birminghom, Ale. — Richmond, (alif.
Celesburg, III. — Minneapelis, Minn.

STEEL PRODUCTS

OIL EQUIPMENT — STEEL BUILDINGS FARM EQUIPMENT—CLEANERS EQUIPMENT SPECIAL PRODUCTS

Write today for information

BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri





did we turn the dry cleaning industry upside down?





Because we knew that a really quality cleaning process was in tremendous demand by Mr. and Mrs. Consumer. A process that would leave clothes bright as new with no streaks or odors.

That's why SEC-cleanized was born-the quality cleaning process that really deep-cleans garments. SEC-cleanized-the process that features SEC's exclusive turbulent action that not only revitalizes garments-but has revitalized cleaning establishment businesses across the nation.

To make doubly sure that SEC pays off for you, we're energetically backing a program of national advertising . . . of decals, counter cards, window cards and numerous other aids!

Yes, SEC is ready to sell for you! You can get the full story on this outstanding equipment without any obligation. Write for FREE portfolio of facts. Do it-today!

CLEANING SYSTEMS

SEC-o-matic Corp., 55 La France Ave., Bloomfield, N.J.

A General Precision Equipment Corporation Subsidiary

COLUMBIA-SOUTHERN PERCHLORETHYLENE









Columbia-Southern Perchlorethylene is the modern, stable dry cleaning solvent that permits you to deliver quality work consistently in record time.

The contents of every drum of Columbia-Southern Perchlorethylene undergo constant control in manufacture to make certain that there is no deviation from highest standards of stability and purity.

The performance of this quality product is smooth and trouble-free. Your operating costs are low, the cleaning cycle is





short, the solvent can be reclaimed and re-used, your clothes inventory is greatly reduced, you get the most from your plant capacity.

And the cleaning results will please you and your customers. Clothes are really cleaned . . . colors look bright and new, fabrics are soft, there is no odor.

For quick, efficient, odorless, profitable dry cleaning use Columbia-Southern Perchlorethylene. Our technical staff will be glad to answer any questions or offer recommendations. Write today.

COLUMBIA-SOUTHERN PERCHLORETHYLENE
IS A HIGH STABILITY PRODUCT



COLUMBIA-SOUTHERN CHEMICAL CORPORATION

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY 420 FORT DUQUESNE BOULEVARD, PITTSBURGH 22, PA.

DISTRICT OFFICES: BOSTON . CHARLOTTE . CHICAGO . CINCINNATI . CLEVELAND . DALLAS . HOUSTON MINNEAPOLIS . NEW ORLEANS . NEW YORK . PHILADELPHIA . PITTSBURGH . ST. LOUIS . SAN FRANCISCO



"LOBSTER-BACKS" among your customers?

Putting black stains on scarlet-coated gentlemen of the king was a favorite pastime for many years among the early Americans—or late colonials, however you wish to look on the good folks of the revolution. Taking the stains off was another pastime; at least it passed a whale of a lot of time. The cleaner mixed this special formula, highly recommended for removing stains from scarlet cloth: "tartaric acid with water till it acquires a pleasantly acid taste, then saturate the spots with it. But it requires great care not to touch the clean part of the garment!" The spots were then rinsed immediately, "in fair water".

All YOU have to do today is call your DIAMOND distributor for a line of the best cleaning solvents ever made . . .



DIAMOND PERCHLORETHYLENE and CARBON TET

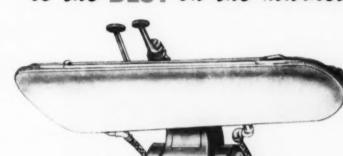
DIAMOND ALKALI COMPANY ... CLEVELAND 14, OHIO



Cleaners all over the country are saying that the

IEW YORKER AIR PRESS is the BEST on the market

A MODEL FOR EVERY LAUNDRY OR



CONVENIENCE

SPEED SAFETY

Parts and Service Aveilable Everywhere Write for Nearest Dealer

New Lock bieszing Waculuci.

"See us in Booths 218-219 at the A.I.L. Convention in Los Angeles, October 9-10-11" New York Pressing Machinery Corp.

The New Yorker is the original air press which

permits the presser to have his hands free

with safety.

NEW YORK

AGENTS IN ALL PRINCIPAL CITIES MODEL **A-42**

Use genuine

New Yorker Parts

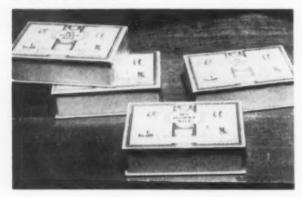
to insure perfect and satisfactory operation

ORK

880-888 BROADWAY . NEW YORK 3, N. Y. Paterson, N. J. - FACTORIES - New York, N. Y.

BUSINESS BUILDERS

Sweet Favors



It's not too profitable to distribute bridge or canasta pads when somebody else is doing it. In Richmond, Virginia, the Mercer Rug Cleansing Co. has found great enthusiasm among its women customers for small bridge favors of candy.

The little cellophane-wrapped candy boxes illustrated contain from four to six pieces of assorted chocolates of the best quality. The Mercers have found that housewives keep the sturdy little brown-and-blue boxes long after the candy is gone to hold all kinds of things—buttons, pins, paper clips, rubber bands, even business cards.

Display Helps Direct Mail



Yes, it's the same picture. At the left it's shown by plantowner Chet Scott in poster form, and at the right it's the message side of a government postcard.

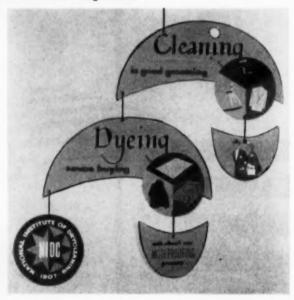
The duplication is Mr. Scott's trick for increasing the effectiveness of his direct-mail promotion at Stewart's Cleaners in Billings, Montana. Regularly every two weeks postcards go out to a mailing list of

3,000—the message and illustration are different on each mailing. The same picture also appears in pocket inserts for two weeks after the mailing.

Large poster replicas are made of each postcard. A framed poster is placed in the window of the plant and in the window of each branch.

Since he has had the posters made up for each direct-mail piece, Mr. Scott says, he has noticed greater interest in both postcards and pocket inserts. He attributes a volume increase of 10 to 15 percent to the cooperative effects of the identically illustrated mailing pieces, inserts and window posters.

Mobile Proposed



Last month's issue referred to a "mobile" (rhymes with "noble") in our report on the Garment Dyers Guild meeting in Rochester. The dyers are investigating the practicality of making a mobile available to drycleaners for hanging in their stores.

We've been asked "what is a mobile?" so here's a picture of the one under consideration. Actually a mobile is a group of objects hanging from each other so that the contraption is in perfect balance when the topmost object is suspended at the proper point by a single line. Because of this balance the slightest breeze will set the mobile to moving about slowly and erratically.

An advertising mobile is a group of cards of all sizes as shown in the picture. Each card carries an advertising message on each side. The mobile is continually in motion, with cards turning in both directions and at different rates of speed. Thus the observer, while waiting for service or for garments, will have a number of messages in motion to catch the eye.

That's a mobile-no motor, no springs-just a breath of air.

HERE'S WHAT'S NEW AT HOFFMAN!

REPORTING JUST A FEW OF
THE MANY EXCITING NEW
PRODUCTS AND SERVICES WHICH
ARE READY NOW (OR SOON TO
COME) FROM THE FACTORIES AND
OFFICES OF THE NATIONWIDE
HOFFMAN ORGANIZATION

COMPACT IN DESIGN— LOW IN OPERATING COST— BIG IN MONEY SAVING PERFORMANCE

PRESS MORE, WITHOUT ADDITIONAL SPACE! THAT'S WHAT HOFFMAN'S INGENIOUS NEW DESIGN AIR VACUUM UNIT WILL MEAN TO YOUR PLANT. ONLY 36" HIGH AND 14" IN DIAMETER, FITS RIGHT NEXT TO YOUR PRESS. DRIES AND SETS LAYS FASTER. SAVES ON STEAM. QUIET, VIBRATION-FREE AND THRIFTY.



COLLARS PRESSED IN 1 OPERATION

NEW HOFFMAN DEVELOPEMENT FOR CLOTHING TRADE PRODUCES A FINISHED COLLAR IN 1 AUTOMATIC OPERATION.

IN TIME, THIS MODEL CAN BE USED PROFITABLY BY CLEANERS WITH LARGE VOLUMES. TO RETAIN ORIGINAL DESIGN EFFECT IN YOUR FINISHING, CHECK THE FULL SELECTION OF SPECIALIZED HEAD AND BUCK MODELS NOW AVAILABLE IN THE GREAT, NEW "20 WAYS BETTER" HOFFMAN PRESS FAMILY





WHAT'S NEW FOR YOU? CALL YOUR HOFFMAN REPRESENTATIVE OR WRITE FOR DETAILS

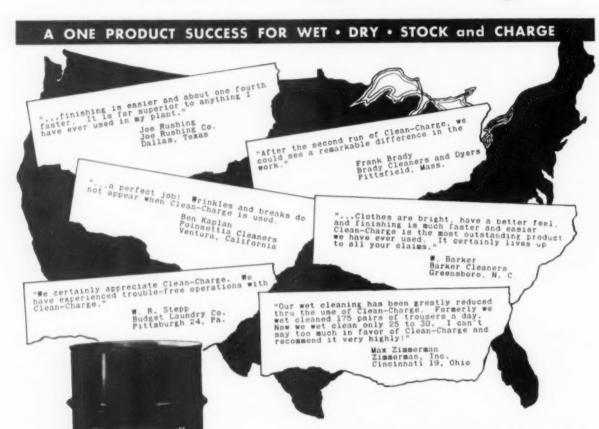


ON THESE AND OTHER NEW HOFFMAN PRODUCTS

COIN-VENDING OF DRYCLEANING SERVICE FINDS POPULAR FAVOR IN NEW CITIES

VALETERIA, THE SYSTEM PERFECTED BY HOFFMAN FOR PHONE-AHD-COIN LOCKER VENDING OF DRYCLEANING AND LAUNDRY WORK NOW IS OPER-ATING IN 7 CITIES. SEATTLE AND NEW YORK ARE THE LATEST. ADDITIONAL INSTALLATIONS BY PLANTOWNERS IN OTHER CITIES ARE IN PROGRESS From coast to coast . . . leading dry cleaners report on the new

BUCKEYE clean-charge



Petroleum Plants and Synthetic Solvent Units are successfully using CLEAN-CHARGE

- · Clean-Charge has fabric re-texturing quality.
- · Clean-Charge solvent is easily distilled.
- · Clean-Charge is a synthetic composition.
- Clean-Charge removes a high percent of carbon type and moisture soluble type soil.
- · Clean-Charge has moisture control.

FREE!

 Initial Clean-Charge Test Kits with simple, accurate directions.

BUCKEYE

CLEAR - CHARGE

- · Complete Clean-Charge Brochure.
- May be included in I-A, 2-B and 3-C Agreements.
- Available in 15, 30 and 55 Gallon Drums from your Buckeye Distributor.



THE DANGE OF QUALITY

SOAP COMPANY
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

FOR SIMPLICITY AND Alexibility



Shows temperature at all times within washer

LINEN - WOOL SWITCH

For wool run fills to high level with warm

In linen position, fills in accordance with for-

NO OTHER WASHER

AUTOMATIC

CAN COMPARE WITH

HAMMOND

The precision automatic controls used on HAMMOND washers are designed and used exclusively by HAMMOND. Constructed with the operator in mind (not the local electrician). Does away with complicated, troublesome and costly wiping contacts and electrical relays..., yet does everything the operator desires..., and does it CONSISTENTLY..... SMOOTH-LY and WITHOUT TROUBLE.

Yes . . . the HAMMOND Washer Automatic Controls are the most flexible controls used on ANY washers today! The formula can be changed in a matter of minutes BY THE OPERATOR HIMSELF. The large dial plate indicates the exact phase in progress at all times and can be seen from across the room. See for yourself! You'll agree!



STARTING SWITCH

FORMULA DISC

MANUAL FILL SWITCHES

For dye work, starch, or other special runs,

CONTROLS that will do EVERY-THING.

Every HAMMOND Washer is driven with the famous HAMMOND MECHANICAL REVERSE.

Covered with 1? U. S. Patents. Eliminates troublesome reversing motors and controls. No compressed air necessary to operate washer.

Illustration shown is:—
25 lb. MIDGET-MATIC WASHER
All HAMMOND washers are equipped
with these same controls.



VOUL DISCOVER There is A Difference in Charge Seeps (ALED'S NEW

CAL'S CHARGE

THE SOAP
DESIGNED
for
BETTER
CLEANING

ou are entitled to a charge soap that provides the MAXIMUM in efficiency and results. Cal's Charge, designed and compounded especially for charge systems, measures up, in every respect, to Caled's exacting standards.

Usable in all solvents and all systems. Cal's Charge delivers the problem-free efficiency that assures better cleaning at less cost. It's the soap that gets the results that other soaps have claimed and failed to produce — the soap that does all that a charge soap is supposed to do.

THERE IS A CALED PRODUCT FOR EVERY DRYCLEANING NEED





The Quality Product

of exacting laboratory research... plant test, field test... and "matching" against other so-called charge soaps... against "gadget" developments to try to make these soaps work.



The Soap That Challenges

all competition... that stands unsurpassed for less wet cleans and less spotting... less classification troubles... the soap that gives you just plain wonderful cleaning.



The Trouble-Free Charge Soap

No soap stains... No "do-overs"... Whites really white... colors new... no oily feel... no harshness. Enthusiastically received... recommended... praised again and again by cleaners who demand a quality that gives quality results... unexcelled work.

CAL'S CHARGE





PRODUCTS CO., INC. BRENTWOOD, MARYLAND

GADGETS and **GIMMICKS**

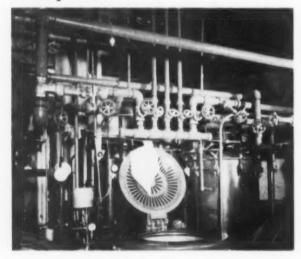
Buzzer Signals Messages

At the main plant store of Packham Cleaners, Vancouver, Washington, there is a button foot switch under the edge of the inside counter. This switch is connected to a modified-tone buzzer with an element in a small office at the rear of the plant, another element in the cleaning room and a third in the boiler room.

A single buzz means someone at the counter would like to speak to the owner or manager, or that the counter girl feels a problem there requires his presence. A double signal or two buzzes means that the owner or manager is wanted on the telephone. A triple signal gives notice that a salesman or someone else to see the owner or manager is being sent through the plant to the rear.

"In many respects," Mr. Packham says, "we find this buzzer system better than an intercommunication hookup. The counter girl can flash a request for the owner or manager to come to the front office without the person at the counter knowing it is being done. Nor does the counter girl need to use her hands to connect a switch, as on a communication system, or pick up a microphone."

Handy Valves

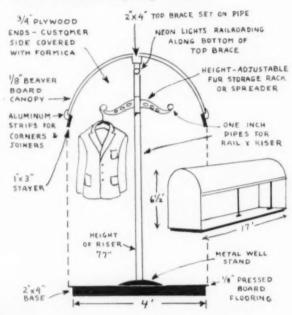


Considering how frequently valves are used in a cleaning room, they are placed too often in awkward positions or locations unnecessarily far from the equipment. They can account for a surprising amount of wasted time in the course of a year's operation.

Vogue Cleaners of Oklahoma City, Oklahoma, set its header and valves right over the extractor. They are far enough forward to be easily reached by a man of average height, while just high enough to be cleared by the extractor lid. Thus the drycleaner can stand at the extractor and manipulate valves like an organist.

Owners Ed Pierson and Glenn Cease feel the arrangement has permitted their cleaner to handle substantially more work because of the reduction in steps.

Rack With Display Value



Bare slickracks never appealed to Carmine Bisogno, owner of the DeLuxe Cleaners in Bridgeport, Conn. So when he moved his plant to newer and larger quarters, he decided to do something about it.

Putting his hobby in woodworking to good use, he designed and constructed a cabinet which is not only serviceable but enhances the appearance of his plant and gives display value to finished garments.

A fur-storage rack with rails and uprights of 1-inch pipe makes up the skeleton. The uprights are mounted to the cabinet base which is made of 2-by-4 framing covered with ½-inch pressed board. The cabinet is thus movable and the deck keeps fallen garments off the floor.

Beaver-board sheeting is employed for the canopy. It is curved and affixed to ³4-inch plywood slabs that form the ends of the cabinet. On each side, 1-by-3-inch boards strengthen the canopy. Aluminum metal strips are used for all corners and joiners.

The canopy protects the finished garments from dust and serves as a reflector for the neon lights which run the length of the cabinet affixed to the 2-by-4 top brace. The lights facilitate reading of tags and give excellent display value. Garments are not bagged until the customer calls for them.

For additional beauty the ends of the cabinet facing the public are made of special plywood slabs coated with formica.

The whole cabinet here described is 17 feet long, 4 feet wide and 6½ feet high. There is no reason why they can't be tailored to fit space requirements. Five cabinets are all that are required in the 10-unit identification system, but Mr. Bisogno makes use of six to balance his layout.

EW(iI.O

"The amazing retexturing Formula for better finishing"

by the immersion method

Restores to fabrics texturing substances vital to the life of all textile fabrics

Preserves the natural sheen and brilliancy of color

Prevents fading and deterioration caused by humidity and sun ultraviolet rays

Keeps garments well draped and luxuriously fresh looking.

NO INSTALLATION! Merely add as

Complete, simple application instructions included

Order NewGlo \$4.50 gal (in 5 gal. drums)

4.25 gal (in 30 gal. drums) Today . . . 3.95 gal (in 55 gal. drums)

Order from your jobber, or write direct.

NewGlo Division fabricare chemical corporation

920-930 East 43rd Street, Chicago 15, Illinois

Phone: KEnwood 8-2222

"Manufacturers of chemical products for the dry-cleaning industry"



IT'S IN THE BAG

... AND OUTSIDE, TOO!

THE EXCLUSIVE FEATURES

Adjusta-Form

ASSURANCE OF FINEST OF FINISHING AT TOP SPEED PRODUCTION!

EASIER TO LOAD

Just try it yourself. Hong the garment over the form, overlap the front edges (no buttoning or cloth sleeves to insert) and close the clamp board. That's all there is to it.

MORE SIZE ADJUSTMENTS

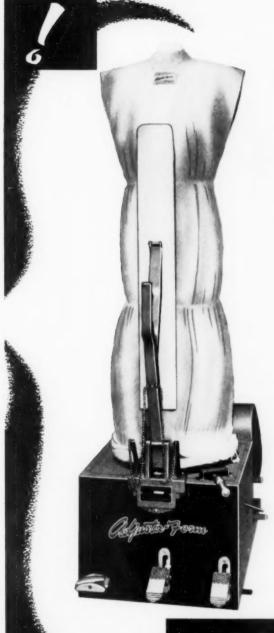
Nothing varies in size more than clothing, especially among women's garments. The patented controls of the Adjustation of four variables - hips, waist, bust and height. The abundance of steam and air automatically sizes the other two variables of the garment - shoulders and sleeves.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA

WICHITA, KANSAS



NO CLOTH ARMS

Cloth sleevers are builty to handle and so single cloth sleever can possibly meet all the requirements as to size and shape. The Adjustan-Form method of inflating the sleeves with an abundance of steam and six severes better policy deceme.

UNIQUE PATENTED BAFFLE ARRANGEMENT OF STEAM

Another exclusive feature of the Adjusta-Form. The instant the steam pedal is pressed, the Adjusta-Form is filled with self, moist steam. Adequate and oven steaming increases quality and projection. The Adjusta-Form is safe for synthetic felules with low fusing qualities.

SIZE CONTROLS OUTSIDE of GARMENT

With the patented controls, located actaids the garment, all centrols are always occassible — never covered by the garment.

Quality PLUS

With easy size control, faster steaming and finer rolled sleeves, the Adjuste-Form produces more quality germents per operator hour than any other steam air finisher.

FINISHERS COMBINED!

MORE

Commo

ARE IN OPERATION

THAN ALL OTHER STEAM-AIR



... A 140 flash dry cleaning solvent

Approved and listed by The National Institute of Drycleaning

Listed with Underwriters Re-Examination Service

SHELL OIL COMPANY

50 WEST 50th STREET, NEW YORK 20, NEW YORK



Time Saver Space Saver

SILK-FIMISHING UNIT

1. CONDITION (Cissell Garment Conditioner.) 2. TOP (Cissell 3-Way Puff Iron Set.) 3. SLEEVE (Clasell Steave Finisher.) 4. SKIRT (Cissell Steam-Finishing Beard with Cissell Steam-Electric Iron with Electric Thumb Control.) These four pieces of equipment may be arranged so compactly that an operator can work within a 48" x 30" area; only 6½" x 8" floor space is required. Add as many units as needed for line operation; rotate layout 180° for operation on opposite side of speed rail.

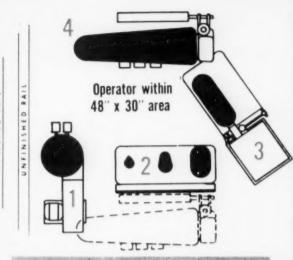


CISSELL STEAM FINISHING BOARD

with Cissell Steam-Electric Iron and Assembly...

THIS IS THE LAST STEP—No. 4. And, here's where you get that SOFT FINISH, without shine—the kind your customers want. Rapid up-steam and powerful vacuum plus the famous Cissell Steam-Electric Iron does the job. For beautiful skirting, for final touch-up and "even-up" of finish—THIS IS IT!

Perforated stainless-steel steaming plate. Imbedded copper heating tubes. Asbestos iron rest built in board.





Steam separator has trouble-free Cissell valves. Delivered with 12" and 24" Pleat Setters, Pleat Setter Rack, Cover and Padding for Board, and Tray with Cover. The Cissell Steam-Finishing Board, complete with a Cissell Steam-Electric Iron with Electric Thumb Control and Chamber assembly, \$342. F.O.B. Louisville, Ky. (Without Iron and Assembly, \$260.)

GISSELL PORTER

W. M. CISSELL MFG. CO., INC.

831 S. FIRST ST - P. O. BOX 1143-LOUISVILLE, KY.

Pacific Caast Office: 4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors: Address Correspondence Attention Export Dept Cable Code: CISSELL

EDITORIALS

Synthetics vs. Tailoring

Two significant things occurred to us on the same day a couple of weeks ago. One was that we finally sent a light blue summer suit to the cleaner after wearing it steadily for five and six days a week for over a month.

We wanted to see for ourselves how a "tropical worsted" of half-Orlon, half-wool mixture could take it. So we sweated and we went out in a couple of the most drenching rainstorms New York has experienced in some time. We slumped in chairs and we slung the coat carelessly in the car when driving. The suit was still more presentable when it went to the cleaner than our gabardines are after a single hot-day's wearing.

Whether this bodes ill or good for the cleaner, we haven't decided yet. Ill it may be if people don't bring clothes in for cleaning as often, yet it is quite likely that people will begin to dress more smartly in the summer when they have summer wear that can be kept smart. Quite possibly the one trend will help neutralize the other.

As to the other significant item, we read in the New York Sunday *Times* a rather lengthy report about the "craft" of custom tailoring dying out for lack of tailors. This is not news to the drycleaner who has practically given up trying to find and hold tailors. Nor will he be surprised to hear that Harry A. Cobrin, executive secretary of the United States Clothing Manufacturers Association, claims that the clothing industry alone could easily absorb 10,000 skilled tailors. He is pressing for action to encourage European tailors to emigrate to this country, under special privilege, if necessary, to replace this vanishing group of men.

But the drycleaning industry is not blind to the need for the type of tailoring or paid repairs that can be provided by "bushelmen." Six years ago not over 11 percent of the industry appeared to have established repair departments after the war, but a recent survey among our readers indicates that nearly 60 percent of them are now pushing alterations and paid repairs. It is the second most active sideline, next to water repellents.

This is as it should be! Alterations and paid repairs are the most natural sideline for a drycleaner. If the synthetics affect the cleaning business, more cleaners may have time to break in seamstresses as bushelmen to make up the difference in volume. Moreover, it might prove to be at greater profit, since alterations increase the services charged for without increasing the number of garments handled.



Introducing Phil Greene

NATIONAL CLEANER & DYER has a new editor, Phil Greene. With the October issue he takes over from Bill Palmer, who has guided its editorial destinies for seven years with great distinction, and who now has relinquished his position here to fulfill a long-time dream of travel and free-lance writing.

While Phil is new to the drycleaning industry, he is an old hand in the publishing business and has been a valued member of our organization, for several years as managing editor of Starchroom Laundry Journal and more recently doing a very distinguished job as editor of National Rug Cleaner and Oriental Rug Magazine.

Phil's personality and temperament, his writing ability and photographic skill equip him ideally for this important position. To these attributes will be added in the next few months most intensive training in drycleaning technology, plant operation and management.

The principles and policies under which Phil will operate are exactly those which have earned for NATIONAL CLEANER & DYER the position of "first in the drycleaning industry."

la fruitesselle

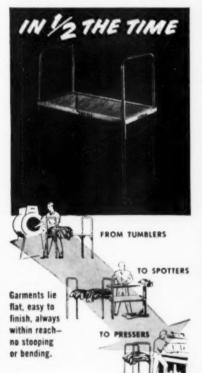
General Manager

BISHOP'S FASTEST HANDLING METHOD

BISHOP CLOTHES CARTS

PATENTER

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-



ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only \$29.50 each in lots of 6 or more \$31.95 each in lots of 3 to 5 \$33.75 each in lots of 1 or 2

BISHOP

Self-Assembling SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...



assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

SPECIFICATIONS: Diameter (empty) 50"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tappered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago:

Invoice Clips, set of 50.....\$9.50

Makes every operation more efficient... more profitable

BISHOP BAG-O-TEER

PATENT PENDING

One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer)...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc...racks underneath for reserve bag storage...all on heavy non-tilt base. Your op-



erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 1312". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: \$84.75

Order Now FROM YOUR SUPPLIER

Ī

HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO,



1. DOORMAN stresses service from customer's first approach to departure with finished work

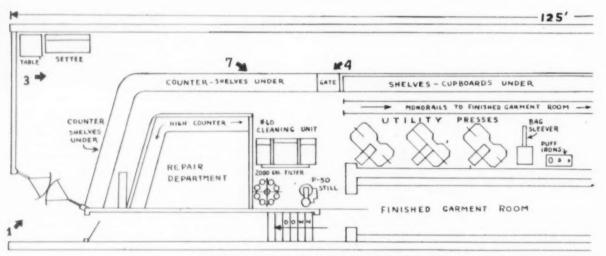


2. (above). "SERVICENTRE" is a good word to describe the various services available

3. (right). SEPARATION of receiving and returning speeds turnover and reduces confusion. Note "wells" for incoming garments in front of rear partition

Home Touch

Service "while you relax" approaches \$5,000 weekly within eight months



NOTHING'S HIDDEN from customer as passage follows low partition back to shoe repair department

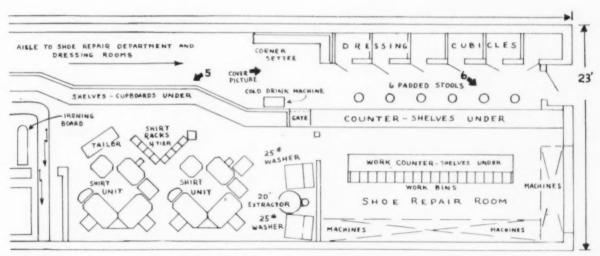


Builds Downtown Business

"MY FAVORITE CUSTOMERS," says Jules Rusonik of Toronto, Ontario, "are those who come in here at night to spruce up for a late date. They often dash in after work or after dinner and demand a quick press, a shirt wash and maybe a shoe repair. We tuck them into one of our dressing rooms, give them a cup of coffee and a magazine to read—and in less than an hour they walk out of the store newly groomed from the skin out."

A leading Canadian drycleaner for many years, Mr. Rusonik has a plant servicing 50 stores. But he had considered for several years starting a downtown service center with all work done on the premises. By November 1952 his United-DeForest "Quick Servicentre" was in operation. At the time of writing this report, eight months later, volume is running \$4,000 weekly, and promises to hit \$5,000 by its first birthday.

Services at the Servicentre include on-premises dry-



NOTE: Boilers, return system, vacuum unit, main breaker panel and wetwash department located in basement down staircase at left



4. RECEIVING WELLS and marking counter bracket partition, with full-sized bins underneath counter

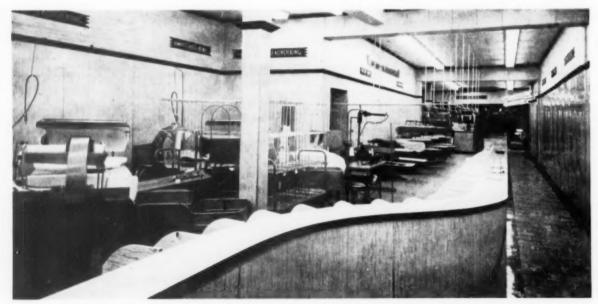
eleaning, pressing, shirt laundering, shoe repair, and storage.

Unique in Toronto is Mr. Rusonik's while-you-wait service. To make the customers comfortable while waiting he has installed a lounge, dressing rooms and a "heel bar" where they may sip coffee or soft drinks on the house—while their shoes are being repaired or other services are being performed.

When a customer enters the center he is met by a

uniformed doorman. He is given a ticket on which he writes his name, telephone number and the time he wants his clothing back. He then either waits in the lounge or returns when the garments are promised.

The Toronto drycleaning fraternity was generally skeptical of the Servicentre project at the start. They particularly didn't like Mr. Rusonik's choice of a site, which is in a downtown business area, far from the residential sections of the city. As one cleaner expressed



5. WALKWAY and shirt department. Partitions behind low wall rest on shelf and separate individual shirt bundles for assembly

Here's How You Profit from 21 Years of Progress-

VOTE FOR

SANITONE

...Sanitone's Pioneering Past-Aggressive Present—Promises Greater Future Success!

> First use of controlled moisture. First complete Program of Service.

> First humidifier...a further guarantee of uniform quality from plant to plant.

> Sanitone now available to consumers Coast to Coast and in Canada.

> First national campaign for Sanitone Dry Cleaners, now in 18th year.

Published first booklet on Sales Training.

First use of controlled moisture in synthetic cleaning.

First national tie-cleaning month,

A new idea in lot systems introduced.

Published first bulletin on Plant Layouts . . . Balanced Equipment

Applied automatic temperature controls to drying equipment.

First publication on Direct Mail for Dry Cleaners.

First publication of data proving Sanitone still the best of all charged systems.

The only reason to recount the progress of an idea is to project its future. Then you, Mr. Alert Drycleaner, can determine how sound the idea is...whether or not you can profit by becoming a part of it.

Back in 1932, when the Sanitone Program was introduced to the Industry, chaotic conditions bred of innumerable price wars, cried out for solution. The consumer often knew not whom to believe...the old-timer who said "We Know How," or the other shop which claimed "We Do Beautiful Dry Cleaning." Price tags ranging from \$2.00 down to 25c only added to her confusion.

To use or not to use controlled moisture as proposed by Sanitone was discussed just as vigorously by dry cleaners in those days as the question of quality versus price.

Today, these ideas have changed. Consumbers, through eighteen years of national advertising, know they can get uniform quality from the more than 1,350 Sanitone Dry Cleaners.

The Sanitone Licensee knows he can depend Jupon the Sanitone Engineer for help on all phases of the cleaning business.

But you, who have not tried Sanitone, may be confused by the current question of concentration of detergent, about washer-extractors. or rinsing in the extractor. As you can judge after 21 years of real progress, you can depend upon Emery for the answers. Our new booklet, "Now We Are 21" contains complete data, the result of over 10,000 tests, proving Sanitone, the first charged system, is still the best way for the Dry Cleaner and his CUSTOMERS, to get consistent quality, day in and day out. Write for your copy today.

Sanitone DRY CLEANING SERVICE

Division of Emery Industries, Inc., Cincinnati 2, Ohio

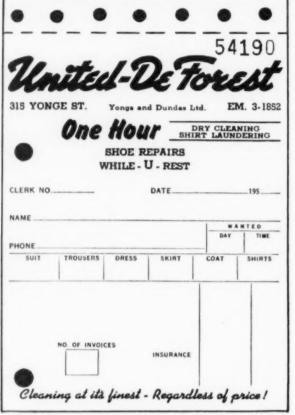


6. SHOE BAR with soft drinks and coffee served while you wait

it, "The store is just too far away from the source of supply. People just won't carry their clothes that far from home."

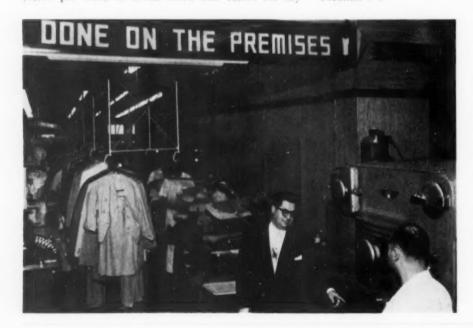
So Mr. Rusonik decided he had to make his service so good that customers would want to bring their clothing in—no matter how far away they lived. "In addition," he says, "our customers soon discovered that in a pinch they didn't have to carry their clothes at all. They just wear them in. We clean and press them so quickly they can wear them right out again." The center is open until midnight.

The Servicentre's volume the first week was \$750. By November, Mr. Rusonik expects that anticipated \$5,000 per week to break down into \$2,500 for dry-



QUICK-SERVICE INVOICE has one copy of wet-strength paper, which includes four marking tags under the part where firm name is printed. A receipt stub extends below original ticket

cleaning, \$1,500 for shirts, and \$1,000 for shoes. His recipe of top service based on top equipment, personnel, training and supervision is really paying off in Toronto. # #



7. CAREFUL HOUSEKEEPING keeps the Servicentre's hand-some appointments and modern equipment "on parade" at all times. Owner Jules Rusonik briefs the janitar who is constantly policing the store

COLUMBIA

NEW MODEL ONE-HUNDRED

ONE-HUNDRED

PERCHIORETHYLENE UNIT



Built by COLUMBIA Means-

- YOUR EQUIPMENT IS THE PRODUCT OF THE PIONEERS IN SYNTHETIC CLEANING
- YOU GET THE BENEFITS OF 25 YEARS OF DRY CLEANING "KNOW HOW"
- YOUR MACHINE HAS BEEN PROVED BY HUNDREDS
 OF SUCCESSFUL CLEANERS
- YOUR EQUIPMENT HAS BEEN ENGINEERED TO MAKE PROFITS FOR YEARS TO COME
- YOU HAVE A SOLID INVESTMENT—WITH LOWER FIRST COST—LOWER OPERATING COST

FITS YOUR FLOOR PLAN · YOUR PURSE · YOUR FUTURE

Practical experience . . . 25 years of knowing what dry cleaners need . . . are reflected in the design of this equipment which enables your space to earn a maximum return. The three components of your COLUMBIA system may be placed to suit your individual conditions with an arrangement to save steps, space and time. Write for full information today.

COLUMBIA APPLIANCE CORPORATION
Serving The Industry Over 25 Years
47-47 35th Street, Long Island City 1, New York



SHOPPING-CENTER BRANCH gets drive-in business for plant in jammed downtown area

Four variations in design and layout illustrate how

Small Drive-Ins Can Be Distinctive

by WILLIAM R. PALMER

WE HAVE SO MANY EXAMPLES of dramatic large drive-in plants and stores around the country that people tend to think a drive-in has to be big to be distinctive. We make a rebuttal by presenting here four small but very attractive drive-ins from four different sections.

Branch in Oklahoma

The first is a branch drive-in operated by Parisian Cleaners in Muskogee, Oklahoma, G. W. and R. W.

Voegeli are president and secretary-treasurer of the company, Because the plant is downtown and is "vexed by the usual parking problems," as G. W. Voegeli put it, the drive-in branch is proving a valuable asset in promoting sales.

The branch has a corner location across the street from a Safeway store with a 180-car parking area. This means the traffic comes directly to the area, as well as moving past on a heavily traveled street. Yet customers



EFFECT OF SPACE is created in small store by architecture and fittings

SUMMER CLOTHES NEED STORAGE, TOO!



It's a long time from Indian Summer to the real thing. Point that simple fact out to your customers, and they'll see the wisdom of protecting their summer garments against moth damage, soil and fading. Proper cleaning plus "Moth Seal's" double protection service . . . these two "partners" assure adequate garment protection all winter long. And, naturally . . . they mean extra business and extra profit for you!



2 MOTH SEAL BAG STYLES

STANDARD CEDAR GRAIN STYLE . . . DELUXE WINDO STYLE . . . tweed fabric finish equipped with original and only fade-proof window.

Both equipped with the patented double seal lock top.

ORDER MOTH SEAL BAGS NOW FROM YOUR FAVORITE JOBBER — OR WRITE DIRECT FOR COMPLETE INFORMATION AND SAMPLES.

Lincoln Bag Company, Inc.

Para-Lux Products Company

4211 WEST SCHUBERT AVENUE, CHICAGO 39, ILLINOIS



SMALL SPACE efficiently used for downtown Chicago drive-in

don't abuse the parking facilities in the Parisian drive-in.

The Parisian store makes unusually effective use of the canopy. Besides the useful purposes of protection against rain and particularly against the hot Southern sun, it serves to make the store appear much bigger than it is. This effect is enhanced by the plantings in the built-up flower beds.

Suspending the lettering from the canopy gives a good silhouette effect without the problem of putting special lights behind the letters. Also, extending the bars from the ground through the canopy and up to support the neon sign served two purposes. It not only made the sign supports part of the over-all design but also nicely broke up that "bus station" effect so many large canopies give if not handled properly.

The partitioning of the store interior was well designed to screen the racks without hindering circulation of air. The long windows in the partitions are glassless, with plants growing in the squares. The partitions do not extend to the ceiling.

Little One in Chicago

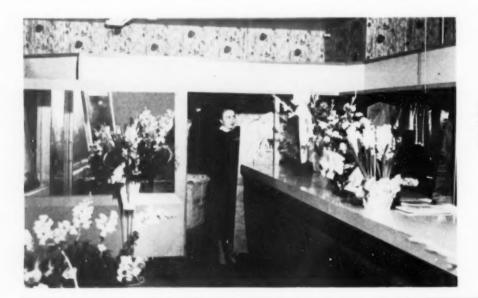
Already experienced with a large drive-in plant on Chicago's west side, Carl Stockholm has recently opened a "watch charm" branch drive-in not far from the famed downtown Loop. Nestled on a corner among taller buildings and on a second-rate but heavily traveled commercial street, it succeeds very well in making its presence known.

In a lot approximately 45 by 55 feet, Mr. Stockholm has been able to provide parking slots for three cars plus maneuvering room for a couple more. This lot also holds the store which contains a 20-foot counter, adequate space for marking, assembly and bagging, and over 60 feet of rack space. When necessary a second tier for short items can be set above the present racks.

This building is made to look bigger by the extension of the solid ends slightly above the canopy, as well as beyond the glass store front. In this case the sloping plate-glass windows also serve to increase the apparent size of the store without encroaching on the parking area any more than necessary.

The large and striking neon sign is required because with heavy traffic in rush hours it is necessary to attract attention when the cars are a block or more away. By keeping fresh the painted sign on the wall of the building next to the store Mr. Stockholm will be able to keep his little corner neat without regard to his neighbors.

(Continued on page 48)



STOCKHOLM STORE gets space for marking and assembly (behind mirror) by slanting front with wide end of store away from street

Perspiration removal



Removal of perspiration in the drycleaning washer, without wrinkling, has been the goal of every plantowner.

Previous efforts failed because the added water was merely absorbed by the fabrics instead of being flushed continuously through the stained areas.

Often enough water was added to cause excessive wrinkling but failed to flush out food stains and perspiration.

Street's technique for conductivity control takes an entirely new approach.

Now the filtered solvent is charged with water as well as detergent. The 4% solution of Formula 886 forms micelles of such size and

shape as to make the added water filterable.

In this condition the filtered water, which passes repeatedly through the fabrics, removes water-soluble soil which was heretofore impervious to all safe methods of dry cleaning.

The crowning feature of this new invention is that STREET's electrical control unit provides for *automatic* additions of water to the suction side of the filter pump so as to maintain a given conductivity value in the 4% 886 solution, regardless of the relative humidity.

Write for information on the removal of perspiration without wrinkling through the use of Street's Automatic Conductivity Control Unit.



561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1953 5886-46



EYE STOPPER without all the chrome and glass is this dignified little plant

(Continued from page 46)

Massachusetts Plant Store

One of the most attractive and dignified small plant stores we ever visited was Town and Country Cleaners in Wareham, Massachusetts, operated by Chris E. Sempes, an NID graduate. Nothing was spared in the quality of construction, which includes a flagstone apron, native stone facings, mahogany veneer walls in the store and oldtime 12-by-12-inch ceiling girders. As a result, she's "built to last forever," but she's carrying a heavy overhead load for a small plant. However, before raising an eyebrow at the building overhead expense, consider whether some of that isn't chargeable to advertising. Wareham is in the resort area at the throat of Cape Cod. Much of the population comes and goes: there is little time to build up confidence by repeated good service. Hence the importance of impressing summer visitors at first glance with one of the prettiest stores in town.

As a matter of fact, the appeal of this little drive-in has proved sufficiently great to bring in more volume than the plant can handle when the season is on, Chris expressed regret for not making the building 75 feet



WAREHAM PLANTOWNER takes a breather after noon rush before going back into the plant

Street's Conductivity Control in "America's Largest Cleaners" provides for...

96% pass-ups

Big savings in productive labor

No wrinkling, regardless of relative humidity

TELEPHONE FLUSHING 3-5000

DRY CLEANERS, INC. merica's Largest Cleaners CROSS ISLAND BOULEVARD WHITESTONE, N.Y. d. 27 2 July 1, 1953

Mr. C. B. Kasson R. R. Street & Co., Inc. 561 W. Monroe St. Chicago 6, Ill.

9:05 A.M.....Just received bill for change-over to Extractor-Rinse, and I almost fell off my chair. It seems as though it must have taken all the pipe (and pipe fitters, too) in New York to convert our 8 washers, 8 filters and 4 extractors, so we could start using your Formula 886 in the Two-Bath Method.

9:20 A.M.....Just received productive labor figures for past 4 weeks, and all is forgiven. I imagine it's just a 386, the first four with 4% 386, the that the last four weeks were our first four with 4% ontrols. Extractor-Rinse, and your new Automatic Conductivity Controls. Extractor-Rinse, show this letter to some of my competitors, so You'll probably show this letter to some of my competitors, and it plan to tell you how much we cut our labor costs. You'll plan to tell you how much were, that: 1) our silk passing it don't plan to I can report, however, that: 1) percentagewise. I can report, and 2) our savings in productive purps are hitting right at 96%, and 2) our savings in productive ups are hitting right at 96%, and 2) our savings in productive labor alone will more than pay for the entire change-over within another six to eight weeks.

For my money, 4% 886 plus automatic conductivity control "cleans clothes cleaner than any soap". Follow that up with a clear clothes cleaner trinse (or "dilution", as you say) in the extractor, as you so solvent rinse (or "dilution", as you say) in the extractor, the control of the post of the bear awfully high nere and you wind up with the brightest, clearest, fastest-moving garments I have ever seen. The humidity has been awfully high nere and you wind the past couple of weeks, but I have yet to see a single during the past couple of weeks, that is why our finishing department wrinkle on any garment. Perhaps that why our finishing department is showing such a fantastic increase in production.

Many thanks, Kass, to both you and Ray Schwenk for all you've done for us. Please feel free to bring anyone interested in this process for us. Please feel free to bring anyone them the installation. Thanks into Kent. I am only too glad to show them the installation and these into Kent. I am only too glad to show them the installation. Thanks into Kent. I am only too glad to show them the installation and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method, and these also to Street's for pioneering both the Two-Bath Method the Two

Morris Sanders, President



BACK DOOR becomes drive-in store on main road by paving around railroad siding

deep instead of 50 feet. He feels that if this had been done, the volume he could handle would justify the overhead, since it would then compare favorably with the average of 4.5 percent for building overhead in plants of that size. This is not illogical, he points out, because extension of the productive area of the plant would have involved the least expensive type of construction.

Second Front in Kentucky

A serious obstacle turned out to be an asset when ingenuity was applied by G. H. and Frances Laval of the Laval Cleaners in Lexington, Kentucky. Their plant fronted on a secondary street, and backed on to a high bank along which ran a railroad siding. Across the siding, apparently out of reach, ran a main traffic artery to the business center.

Without discussing the red tape involved with the

city and railroad company, we can say the Lavals were able to build a modern drive-in store, executive offices and part of a storage vault into and on the edge of this high bank. The ground in front of the store was surfaced and short driveways crossing the tracks were smoothed enough to permit comfortable car traffic.

In this way the company was able to get not only an outlet on the main street but also a handsome plant store that is slightly divorced by its position from the industrial-commercial neighborhood. Since rail traffic is very infrequent, and usually in early-morning hours, it presents no problem.

This last drive-in of the four is also a small one. The Lavals anticipated only a moderate amount of drop-in traffic, and expected to benefit as much from the publicity value of a handsome store as from the actual traffic gained. Now they wish they had built the store part bigger! ##



COUNTER WELL where store attendant can sit and work at the invoices between customers. Pneumatic bagger at end of counter

One of America's finest wholesale plants endorse

STREET'S CONDUCTIVITY CONTROL

MARKET 7-1410

CENTENNIAL CLEANERS & DYERS, INC.

1156-38-60 N. 3RD STREET PHILADELPHIA 23. PA.

July 16, 1953

Mr. Paul U. Warren R.R. Street & Company, Inc. 561 West Monroe Street Chicago 6, Ill.

A very sincere and heartfelt "Thank You". Thanks for your 886, for the extractor rinse, and now, for the conductivity controls. Dear Sir:

We had been getting good cleaning with 3/4% charge, however, the 1% charge promised better results. We are using the total state of the it by means of your extractor rise set up, and found it satisfactory in every respect except one. It did not solve the
isfactory in every respect except one is the did not solve the
construct problem. Occasionally we suffered breakage, even to describe the cough, even to describe the cough of excess water. At other times there wasn't enough our loads,
of excess water. At other times there wasn't enough our loads,
we had not reached
we checked the moisture stock carefully. We had not reached
and added the moisture stock carefully. The stock of the
end added the moisture stock carefully our greatest gifts to the
the optimum. That is, not until your greatest gifts to course the
end added the moisture stock carefully.
The optimum of the cleaning industry, the conductivity units.

Kasson & Roy Ross), carrying what I consider your greatest
velopment for the cleaning industry, the conductivity units.

With the installation of the meter, we sealed the drum of anolite, used the drum we had mixed the moisture stock in for trash, but most important, we stopped worrying about that trash, but most important, we have that confident feeling that "moisture problem". Instead we have that dry cleaning possible. Centennial Cleaners is doing the finest dry cleaning possible.

We here at Centennial; the owners, the employees, and our customers, all extend to you a very sincere and heartfelt "Thank

You may use this letter in anyway that would be benefical to R.R. Street & Company, Inc. You" .

Condially Aours Herbert D. Leopold

"your greatest development for the dry cleaning industry"

"we stopped worrying about the moisture problem."

"Thanks for your 886, for the extractor rinse. and now, for the conductivity controls."

25 YEAR! AGO .. SEPT. 1928



INDIANAPOLIS CLÀR IS REFUSED TRADE-MARK ON LABEL TOBESEWED ON CUSTOMERS GARMENYS TO SHOW WHERE GARMENT WAS CLEANED

DISSENSION AMONG CLEVELAND OHIO CLEANERS LEADS TO THREATS AND ACTS OF VANDALISM BY RACKETEERS FROM OTHER CITIES





PULLARS, IN SCOTLAND, IS LARGEST CLING PLANT IN WORLD....260,000 MAILING LIST...8000 AGENCY STORES... 3000 EMPLOYEES...IN 25 PRINCIPAL CITIES

10 YEAR / AGO .. SEPT. 1943

FAKE SOLICITOR DEFRAUDS MANY OHIO & MICH. CLEANERS ON PHONEY SUBSCRIPTIONS TO NAT. CLNR & DYER. PRISON TERMS FAIL TO CURB THE CROOKS



WAR NEWS

I TEXTILE MAINTENANCE INDUSTRIES NOW UNDER THE OFFICE OF CIVIL-IAN REQUIREMENTS.

2. OPA PROSECUTING CLEANERS
FOR CEILING PRICE VIOLATIONS.
3. K.C. PLANTS PREVENTED BY WMC.
FROM ANNUAL WEEK SHUTDOWN FOR
REPAIRS OR EMPLOYEE VACATIONS.
4. WHITE COLLAR WORKERS & OLDER
WOMEN FOR PART TIME LABOR.
5. PURCHASE CERTIFICATE REQUIRED
FOR 50 GAL, OR LESS BENZING.
6. CLNRS USE NEWSPAPERS TOENLIST
CUSTOMER CODPERATION.
7. PURCHASING OF TIRES, TUBES, &

RECAPPING SERVICE NOW SIMPLIFIED

DONALD M. NELSON, CHAIRMAN OF WAR PRODUCTION BOARD, TRYING TO AVOID CLOTHES RATIONING, URGES PUBLIC USE PROPER CARE FOR LONGER WEAR.



CANTON CLEANING CO.

RUN ANOTHER LITTLE
CONTEST THIS MONTH,
BOYS... WHOEVER
IS HIGH MAN GETS
TO KEEP HIS JOB!

TODAY! THE LITTLE SHOP AROUND THE CORNER"

Conductivity control

IN AMERICA'S
LARGEST CHAIN
OF COMPLETE
PACKAGE PLANTS

17 separate plants

to two-bath and all equipped with

CONTROL UNITS.

under one management, operating 17 Detrex machines, all converted

STREET'S CONDUCTIVITY

Swan Super Cleaners

COLUMBUS IS ONIO

Mr. Paul Warren, President R. R. Street & Co. 561 W. Monroe St. Chicago, Ill.

Dear Mr. Warren:

At the risk of sounding somewhat trite, I can describe Street's Conductivity Control with only one phrase "this is it".

As you know, we have been using "936" two bath cleaning in seventeen of our "all under one roof" package plants for many months now. Our experience coupled with the aid of Lin Giddings had provided us with what appeared to be a very satisfactory procedure, in fact, it was not until our first automatic conductivity control was installed that we really came to realize how futile our best efforts toward moisture control have

We now have seventeen of our package plants using Street's automatic conductivity control. We want you to know without exception this has been enthusiastically received by all of our cleaners, and ranks as one of the outstanding improvements in the dry cleaning industry.

You and your staff are to be congratulated on your research developments. If use of this letter as an endorsement, should be desired by you, please feel free to do so.

Under Selpi Andre Gelpi President

AG/jb

enthusiastically received by all of our cleaners..."

"... ranks as one of the outstanding improvements in the dry cleaning industry."



561 W. Monroe St. Chicago 6, U.S.A.

Fur Remodeling Outlook for 1954

... suggests best opportunities lie in narrower sleeves, less flared backs, and small pieces

by DAVID G. KAPLAN

JUST ABOUT THIS TIME your fur storage customers will begin to reply to your repeated requests to "come in and pick out a style for the remodel job you ordered."

Whether or not you have canvases and sketches available to help the customer choose, you'll have to be able to "talk the lingo" in order to close the order. No woman is going to have much confidence in a fur remodel job and the man taking the order unless he obviously knows what the fur style picture is all about.

For instance, you must be able to point out that

For instance, you must be able to point out that some of the high-style features that flavor each year's new offerings (like the 1954 tulip silhouette) are not suited to the well-worn fur garment in need of remodeling. Steer your customer away from those fanciful sketches she has cut out of some fashion magazine by emphasizing that these "comet" styles disappear just as fast as they appear.

Now that you have been warned about what to avoid, just what is the outlook in fur styling for next year?



2. TAILORED SLEEVE shown above in mink



1. TAPERED SLEEVE and gauntlet cuff (here in mouton) are featured Photographs on this page courtesy Chaltman-Fuhrman

Sleeves: The 1954 fur sleeve will be slightly smaller and tapered, as compared to last year's turnback sleeve in the cocktail length. This style also persists this year, with a silk lining on the inside of the cuffs, instead of double fur, to make them lighter and thinner. The 20-inch cuff circumference has shrunk to 18, 17 and even 16 inches.

Cuffs: These are not an important factor this year. Cuffs are generally smaller to conform with the sleeves. Some gauntlet styles have been shown. An important remodel prospect is the increasing popularity of contrasting mink cuffs, especially on black Persian lamb.

Collars: While sleeves and cuffs have been shrinking, the new collars are generally larger. The effect of the coronation and the newly important Italian influence can be seen in the large shawl collars and the cowl necklines being featured. A percentage of necklines are off the face and away from the shoulder. Some of the high-style garments feature cup and tulip collars. Here again contrasting fur, usually mink, is being used, and sometimes even passementeric trimming.

Back: The last vestiges of the pyramid line with its front fullness are gone from the fashion picture. The four-flare back is still the most popular, but it is wider across the back and less full at the hem. This back gives

20TH CENTURY CLEANERS

3659 W. THIRD STREET LOS ANGELES S. CALIF.

> DU. 4-5533 July 29, 1953

The story of CONDUCTIVITY CONTROL in a nutshell

Mr. Paul V. Marren, Presiden R. R. Street and Contany 561 West, Course Street 561 West Chicago L. Illinois

In the M. I. D. Service bullstin of this month, under Questions and Charles about the Charged System, Paragraph bD, it states that "some bethod of controlling relative humidity within the scheent is

the industry might be similarly interested, we should like to recom our results with the conductivity unit.

About two months ago, we installed a Street's conductivity control unit on our 6B Prosperity machine, charging the system to 4% with your 886. The results were very gratifying in many ways:

- 1) Wet cleaning was reduced by approximately 75%.
- 2) There are no apparent breaks, wrinkles, or shrinkage.
- The colors are brighter.Evidence of water spots, perspiration, food particles, etc. are, in most cases, eliminated in the cleaning run.
- 5) Pants pockets and waist linings have a clean, fresh appearance.

edless to say, spotting has been reduced to a minimum, and find him is an increased productivity basis.

No ire harry to submit these facts for the consideration of any perator desiring to add humidity control to his comparent.

We are also very grateful to your Mr. Jack Fields for his ma efforts and kindly interest of the past few months.

"Needless to say, spotting has been reduced to a minimum,

and finishing is on an increased productivity basis"



3. SAILOR COLLAR on two-flare flat back. 4. SMALL SHAWL COLLAR on sling cape. 5. COWL neckline. 6. SLANTED patch packet. 7. BIG SHAWL collar is important.

3 and 6, Katr Furs. 4, 5 and 7, Sol Vaget Designess.

the garment the appearance of being smaller, although it is more comfortable.

The square, flareless boxy back gives every evidence of taking hold. The trend indicates that it is time for a change and this may be the year.

Shoulders are still smooth and easy. The armholes are deeper, many in the semi-dolman effect.

Pockets: This item merits individual attention this year because of its prominence in the style picture. Pockets are large and attached. They are patch, saddle, lapped, and very often in a slanted position.

Lengths: For the past three years the variety of fashionable fur-garment lengths has been most refreshing. This year lengths will vary from 28 to 47 inches. The most popular will be 36 and 38 inches, a three-quarter length for most women. The once popular 40-inch length has entirely disappeared.

Small Pieces: The vogue for the small piece continues. The stole still leads in popularity, mainly in the "coachman" variation with fullness just above the elbow to allow free arm movement. The newly fashionable small "clutch" cape is also suitable for year-round wearing in warm areas that have cool evenings.

Conversions of older fur coats into fur-lined cloth coats has declined, but a certain number of these coldweather garments are still being requested for zeroweather localities.

Best Bets: What significance have these fashion highlights for the fur remodeler?

Sleeve remodels can be pushed since no matching material will be needed.

The bulky four-flare coat can be cut down to a flat box back, and large patch pockets may be added in self or contrasting fur.

The really difficult job, requiring a carefully prepared set of patterns, is the alteration of the ordinary neckline to a shawl or an off-the-shoulder effect. It is questionable whether this type of remodel job should be attempted in any striped fur except mink, where a charge commensurate with the work involved can be made.

Many fur remodelers are doing a good business in stoles and clutch capes, at prices ranging from \$45 to \$75 complete. These pieces have been made in gray and black Persian, as well as the more suitable dyed squirrel, muskrat, marmot and mink. Indications are that this type of remodel and some conversions will continue in demand. # #

Conductivity control in one of New England's finest plants



BATTISTON

DRY CLEANING SERVICE

Exceptionally Dine Cleaning

565 NEW PARK AVENUE - WEST HARTFORD 10, CONN.

Telephone: 33-1211

August 8, 1953

Mr. Paul Warren R.R. Street & Co. 561 No. Monroe Street Chicago 6, Illinois

Dear Mr. Warren,

May I express my appreciation to R.R. Street & Co. for having installed their new moisture control unit in our plant.

I have always felt that dry cleaning should be dry cleaning and not wet cleaning in a dry cleaning washer. It is amazing and gratifying after all these years, to be able to remove mater soluble soil in the dry cleaning washer, with out distorting the appearance of garments. The conductivity unit has accomplished this with complete satisfaction.

If I had been told, two short years ago, that I would be able to go through a summer such as this with helf of one percent wet cleaning, I would have believed it impossible.

The savings in labor cost, through the use of the 4% charge and the conductivity unit are reflected throughout the entire plant, especially in the spotting and finishing departments. I estimate that these savings will more than pay for our new washer extractor cleaning equipment.

our field representative, Phil Dentzker, should be commended for his helpful assistance and cooperation at all times.

May Street & Co. Continue to raise the ert of dry cleaning to a higher and higher level.

Sincerely Yours, Bettiston Dry Cleening Service

Line & Batteton

After using a 4% solution of Formula 886 with conductivity control in his Washex equipment Mr. Lino J. Battiston states:

"If I had been told, two short years ago, that I would be able to go through a summer such as this with half of one percent wet cleaning, I would have believed it impossible."

. . . Member of National Institute of Dyers and Cleaners

"...these savings will more than pay for our new washer extractor cleaning equipment."



CUSTOMER BRINGS AYERAGE ORDER to Lify Ann pickup station—three pieces of drycleaning, seven shirts to be finished, 18 pounds of wash-dry-fold



"VISUAL SELLING" to new customer by owner Sam Muscanere involves explaining advantages of commercial-type washer while he places her bundle in it and snaps ticket on front

Cleaner Adds Washateria

Increases volume from \$430 to \$825 in nine months

by LON FANALD

THE ADDITION OF A WASHING SERVICE at a drycleaner's pickup station has practically doubled its volume in nine months time. This has been the experience of Lily Ann Cleaners in Houston, Texas.

Sam Muscanere opened his drycleaning plant about eight years ago. In June of 1951 he rented a building, at \$100 per month, in an outlying shopping center serving a large middle-class area. In one year volume at this pickup station had been built to \$430 a week. An average for the last three months of the year showed a weekly volume of \$280 in drycleaning and \$150 in finished laundry, which was sent out to a commercial plant and on which Lily Ann received 30 percent commission.

This pickup station was operated with one full-time girl and a part-time helper who relieved at the noon hour and helped during the peak-load period from 4:30 to 6:00 P.M.

There were two lame points to this operation, Mr. Muscanere felt. First, the girl in charge had practically nothing to do between the early-morning rush and the evening rush. Second, some sort of activity on the premises was needed.

In July, 1952, Mr. Muscanere installed four 25-pound semi-automatic washers, two twin tumblers, one 20-inch extractor, one 85,000 Btu water heater with a 500-gallon storage tank, and rented a water softener. The cost of the equipment installed, including scales and other miscellaneous items, ran to \$7,500. He found it cheaper to rent the water softener which costs \$13 per month including all maintenance and repairs.

Charges for the washing service were set at 6 cents per pound for wet wash, 8 cents per pound for washdry, and 9 cents per pound for wash-dry-and-fold. A minimum charge of 50 cents a bundle was set.

However, Mr. Muscanere says he believes he is

making a mistake to list the wash-dry price at 8 cents and the wash-dry-fold price at 9 cents. He believes it would be better selling to start with the lower 6-cent price and then say wash and dry, 2 cents extra, and wash-dry-fold, 3 cents extra. When he opens his new activated pickup station he expects to try this different type of pricing.

Competition in the immediate area consisted of five home-type-washer launderettes. None of these have the larger laundry-type washers used by Lily Ann.

To introduce the new washing service at the pickup station, Mr. Muscanere sent out 1,000 postcards to a selected area list asking the holder of the card to bring in a washing bundle and one garment to be drycleaned, drycleaning to be done without charge. Results of this first mailing were so satisfactory that a second list was prepared and another 1,000 cards mailed out. This was all the advertising of an introductory nature; in fact, it is the only advertising that has been done in the nine months that the washing service has been offered.

An average for the eighth and ninth months of operation shows the following weekly volume breakdown: drycleaning, \$425; finished laundry, upon which the station receives 30 percent, \$225; washing service, \$185: or an average weekly volume for eight consecutive weeks of \$835.

To handle this increased volume and the washing service at the pickup station, Mr. Muscanere employed one full-time folder and a washman. The folder acts as helper at the counter, eliminating the extra part-time employee used before the washing service was added. The washman spends between two and three hours a day at the main plant in addition to handling washing at the pickup station.

At each side of the pickup station and across the front there is a sign reading "Lily Ann Cleaners and

CONDUCTIVITY CONTROL



BHEFFIELD 5580

Prosperity Cleaners and Launderers

5339-45 CALUMET AVENUE HAMMOND, INDIANA

august 4, 1953

Mr. Faul warren c/o R. R. Street and Company 561 Monroe Chicago, Illinois

oon Paul.

It has been a good number of years since I have had the occasion to write to you. One of those occasions, as you will receil, was when you sold Frosperity Cleaners one of the first filters in the Middle West. You have made tremendous strides and progress and through your efforts and the efforts of the technical steff of your company, we also have been able to progress.

In the fall of 1952, we were introduced to Formula 886 by your field representative Bob Ross. at that time, we were using three per cent and double handling each load of garments. In March of 1953, Bob Ross supervised the instellation of our Extractor Rinse. The difference in the quality of cleaning was remarkably obvious. We were very well pleased with the help we received from your technical man, and above all were anazed with the quality, the speed and the efficient handling that was now due to the Extractor Rinse and doing away with the double handling. This, we thought was the most remarkable progress that had taken place in the dry cleaning industry since I started in 1915. On one of the frequent trips that Mr. Ross made to our plant, he told us of the newly developed Automatic Conductivity Controller which could readily be installed in our system.

with the highest respect for his knowledge and for the developments your company has made, we immediately placed our order for a unit. Our Conductivity Controller was installed July 1, 1953. This development can not be praised enough. Our results have been truly fantastic. I think I can cite an example which I should be most happy to prove to any one in doubt. Out of two thousand pair of trougers processed during part of a hot summer week, we had two pairs, I repeat, only two pair that were wet cleaned. I can think of no other way to explain to you or to any other cleaner what a tremendous help this has been to us.

We pledge our support to you and your company and above all thanks to Bob Ross for the many hours of his time that he devoted to us. I hope in the near future that I may be priviledged in having you visit our plant again.

With kindest personal regards, I remain,

Sincerely yours,

Avadore Lein

1L:c

ESTABLISHED 1915 Isadore Levin

Isadore Levin says:

"This development can not be praised enough."

"Our results have been truly fantastic."

"Out of two
thousand pair
of trousers
processed during
part of a hot
summer week,
we had two
pair, I repeat,
only two pair
that were
wet cleaned."



561 W. Monroe St., Chicago 6, U.S.A.



CONSPICUOUS SIGNS call attention to washing service, and .

PRICE LISTS are posted on window and inside on store wall

Washateria." Mr. Muscanere felt he should be able to build a large washing-service volume at his main plant, also. He puts up washateria signs and a large neon sign on top of the building advertising the service. He then sent out 2,000 postal cards to a selected list in the immediate area of the main drycleaning plant. These cards offered the same inducement as the cards used at the branch.

With this promotion and the signs he was able to build washing-service volume at the main plant to a peak of \$120 per week. However, in six weeks time the volume settled back to \$50 and is now running \$30 per

"From this experience," Mr. Muscanere says, "we are convinced that without the washing activity on the premises, without having the attractive washers where the customer can see them and where we can demonstrate how they do a better quality job and show each customer's washing done individually, there is no way of holding the volume."

Washing-service bundles average 18 pounds. Very few of them run below 15 pounds and very few run over 21 pounds. On the \$185 washing-service revenue now received weekly at the pickup station, Mr. Muscanere figures he is making a net profit of 40 percent. When washing-service volume reaches \$225 per week, which he expects at the end of one year's operation if the present rate of increase holds, the profit on this service will pay the entire cost of operating the pickup station. This will mean having a no-cost outlet for his volume of better than \$400 per week drycleaning and better than \$200 per week finished laundry.

On the washing service Lily Ann is getting better than 90 percent repeat business. The big job, as Mr. Muscanere explains it, is to get the customer to bring in the initial bundle. The quality job the heavier type washers produce brings the customer back.

There are a few "must's" which this operator says are essential in conditioning the washing-service customer.

I. The counter girl must be trained to explain to the customer why this type of washer delivers a better quality. Mr. Muscanere has a number of standard "advantages" which the counter girl explains to the customer. For example:

a. The "scientific" diameter of 30 inches combined with the "scientifically" determined speed gives maximum washing quality but handles the clothing gently enough to prevent washing wear.

b. The sinker rib in the washer which the customer is shown throws a large volume of water on top of the washing load, sinking the washing load to the cylinder bottom at each reversal of the cylinder while water and

supplies surge up and down at a fast speed.

"We find," Mr. Muscanere says, "that the big majority of our new customers are familiar with the hometype washer, either because they have one or because they have been doing business at a washateria where home-type equipment is used. They know nothing about these larger machines. It is not enough to merely tell them that they do a better quality job; you have to show them.

"It has been my experience that the average house-wife knows a great deal more about a domestic-type washing machine than you think she does. She has talked to salesmen. She has studied manufacturers' folders and instructions. And when you explain why these heavier machines do a better job, she understands what you are talking about. More, she explains what you have told her over the back fence and plants the seed of interest in her neighbor. This is important."

2. The counter girl, particularly for the new customer, should open the bundle while the customer is there and then place it in one of the individual washers, letting her see *her own bundle* go into the glass-front stainless-steel washer all by itself. This is a strong selling point and, once firmly imprinted upon the customer's mind, makes that customer a salesman for your type of service.

Based on his experience, Mr. Muscanere says there are two reasons why Mrs. Housewife brings in her bundle:

a. She's found out that she gets a better quality job than can be done with a home-type washer.

b. She has learned that her washing is done individually, and done right there on the spot and not sent off 10 miles to some block-square laundry that she's never been inside of. One telling or demonstration to bring out these points is not enough.

3. Last but not least of the important must's, the customer must be given a speedy service which meets her demand. If she wants to bring her bundle, shop for a couple of hours, then stop by and pick it up, she must be given that kind of service.

The majority of Lily Ann's washing customers bring their work one day and call for it the next. However, it is a fast rule that work brought in before 2 P.M. is ready for the customer that same evening.

Mr. Muscanere is now looking for a second location for his next pickup station. He was asked if he would give a washing service at this new store. That, it seems, was a silly question. He feels that a cleaner cannot afford to operate a branch or pickup station without giving a washing service. ##

Street's Automatic Conductivity Unit

Schmukler's

CLEANING & DYEING

NEW ROCHELLE 3-3709

360 NORTH AVENUE

June 25, 1953

"...has given me an entirely new perspective of the cleaning business"

Read this

in the

letter of thanks

of 6-A equipment

two-bath method.

using 4% of 886

from prominent operator

R. R. Street and Company 561 West Monroe Street

Chicago, Illinois

Gentlemen:

For the past 16 years that I have been in the cleaning business, the name of Street's has always stood for the best in my book, and now I think its time I took a few moments off to say thank you.

Thanks for the charge system. Thanks for the 2 bath system. Thanks for giving me the automatic conductivity meter which tied everything together and has given me an entirely new perspective of the cleaning business. There is no such thing now as a good or bad machine of work, every garment I pick up sparkles with new life and spotting is actually a joke. I have been averaging 90% pass ups as they come, and thanks to the meter, they come straight from the marking department with no sorting except for lint susceptible garments. And how the pressers love the work; no breaks and they claim there's a special soft feel to the garments. Production is at an all time high; our plant is now operating with a tremendous increase in volume, and with greater efficiency than I ever dreamed a dry cleaning plant could operate. Street's has broken all our bottle necks. And so I say again, thank you.

Yours truly,

Ben Rosen

mbp

"And how the pressers love the work"

"Production is at an all time high"

"Street's has broken all our bottle necks"

R.R. STREET & CO., INC.

561 W. Monroe St. Chicago 6, U. S. A.

ASSOCIATION NOTES

NIRC Appointment: The National Institute of Rug Cleaning has named as its public relations director Lawrence Jeppson, who has had an extensive background in public relations, sales and merchandising.

Mr. Jeppson has been a public relations counsel in California, and previously did consumer research for a New York firm. From 1948 to 1951 he served his church in France, Belgium and Switzerland, and edited a French-language magazine. He is the author of an institutional history, has written for papers in Utah and Oregon and for the public relations office of the University of Utah.

The public relations plan announced by NIRC is designed to strengthen industry prestige, increase the use of rug cleaning services, build good relations with consumers, with allied fields, and with promotion and advertising media, and to help rug cleaners tie in local public relations efforts with the national program.

#

Management Forum at NIRC: The National Institute of Rug Cleaning has announced a management forum to be held September 25-26 at the Institute headquarters in Silver Spring, Md. It will include both technical and management subjects and feature group discussions. Registration, for which there is no charge, is limited to two persons per member firm.

#

Local Elections: New officers of the Lansing (Michigan) Dry Cleaners Association are Melvin A. Herr, Riker's Dry Cleaners, president; Chris Baryames, Valet Cleaners, vice president, and Victor Hargett, Service Cleaners, treasurer. Elected to the board of directors: Phil Pittenger, Lola's Cleaners; Burr Twichell, Twichell's Cleaners; Milt Jones, Jones Cleaners; Bill Gill, Bill Gill Cleaners; Joe Maurer, Sanitary Cleaners; Lawrence J. Danford, Danford Cleaners, and Pete DeWilde, Esquire Cleaners.

Idaho Convention Plans: The Idaho State Laundry and Dry Cleaners Association is holding its annual convention October 16 and 17 this year, with headquarters at the Bannock Hotel in Pocatello. The dates have been changed from the usual May to avoid conflict with other conventions in neighboring states. Also, the dates were set one week after the AIL convention in Los Angeles to allow people to drop in on their way home.

The program will include demonstrations in local plants as well as plant visitations. Panel discussions will be held on several controversial subjects of current industry interest. Entertainment will include a "ranch party," complete with barbecue, and a golf tournament between plantowners and allied tradesmen the afternoon of October 15, as well as the usual features and special activities for the ladies.

Officers of the association are Walter Doss, Twin Falls, president; Fergus Briggs, Jr., Pocatello, vice president; Ray Morris, Nampa, secretary-treasurer, and Bob Magstedt, Boise, director. They are being assisted in convention planning by a committee of past presidents and Pocatello drycleaners and launderers.

Memo from Michigan: A near-record attendance at the summer meeting of the Michigan Institute of Drycleaning, held July 25-26 at Charlevoix, is reported by Michael O'Neill, executive secretary. Members approved the articles of incorporation and by-laws of the renamed and reconstituted group.

Honors in the golf tournament went to Director Gene Knight of Mt. Pleasant for the lowest score, to Dana Antes, executive officer from St. Johns, for the fewest putts, and to Mrs. Joe Winston of Flint in the

ladies' division.

The association will sponsor, in cooperation with the National Institute of Drycleaning, a short course at Grand Rapids on October 3-5. Working equipment will be set up at the Pantlind Hotel, and emphasis will be placed on finishing.

#

Dyers' Clinic Scheduled: The next technical clinic and business meeting of the Garment Dyers Guild of America will be held at the Netherlands Plaza Hotel, Cincinnati, Ohio, on December 5.

#

Spotting Clinic at Columbus: The fourth sectional spotting course presented by the Ohio State Association of Cleaners & Dyers, held recently in Columbus, was attended by 40 spotters from the area. A two-hour lecture on the making and construction of fabrics preceded the discussion of the fundamentals of spotting. A highlight of the course was an illustrated slide talk on problem fabrics, with emphasis on "overprocessing" of present-day fashions.

The instructor for the course was Charles B. Truxal, executive secretary of the association.

#

Big Turnout at Illinois Clinic: A sectional clinic was held by the Illinois State Cleaners and Dyers Association on June 7 at Benton, with an attendance of over 100 from Illinois, Indiana and Iowa. Among the guests were John Higgs, president of the New Zealand Federation of Cleaners; Morris Cornick, president of the Chicago Dry Cleaners Association, and Illinois directors.

Demonstrations in spotting and silk finishing were given in the morning at the plant of Immediate Cleaners & Dyers. Mrs. Ruby Moore, owner of the plant, was presented with a gift by Rudy Maslek, president of the Illinois group, in appreciation for the use of her plant

and personnel.

The afternoon meeting was conducted by Hugh W. Smith, Illinois secretary-treasurer. Speakers included J. E. Duffield, secretary of the Associated Employers of Illinois, who discussed various bills up before the state legislature; Richard Martin of Lipschultz & Co., an accounting firm specializing in the drycleaning field, who spoke on "Are You Making Any Money?" and Fred Cramer of Elgin, Illinois, who discussed the use of strong soap.

The meeting was concluded with the presentation of the film, "After the Ball." In view of the success of the occasion, plans are being made for another clinic.

Conductivity control endorsed by nationally recognized authority on two-bath process



KLEAN-RITE CLEANERS INC.

MAIN PLANT: 3917 S. ADAMS ST. • PEORIA • PHONE 7-4401

June 30, 1953

Mr. Bob Ross R. R. Street & Co., Inc. 561 W. Monroe St. Chicago 6, Ill.

Dear Bob:

After using Street's Conductivity Control Unit for the month of June, we wish to advise you that we are very well pleased with this installation. With this Control Unit and four percent Street's formula 886 we believe we are getting the best cleaning results ever attained. Not only are we getting the best cleaning, but we are getting it at a lower total cost both in soap and labor.

Our wetcleaning and spotting are both greatly reduced. In June this year we wetcleaned less pieces per week than we did per day last summer. Just last week one of our customers said to me about his white summer formal coat, "That was the whitest that coat has ever come back from the cleaner".

We appreciate the excellent assistance you gave us in getting this unit installed in our plant and are anxious to get our other cleaning unit equipped with it as soon as possible. Please let us know if you are now in a position to assist us with the other installation.

Very truly yours,

KLEAN-RITE CLEANERS INC

R. H. Ackerman, Pres.

RHA: &

"...the best cleaning results ever attained."

"...lower total cost both in soap and labor."

"...wetcleaning and spotting are both greatly reduced."

... and a customer speaks of his white summer formal coat:

"That was the whitest that coat has ever come back from the cleaner."



Left: ASSEMBLER PLACES RED TAG on hanger with invoice calling for next-day delivery. Center: EACH INVOICE is put on individual hanger. If a number of orders for next-day delivery, they are grouped at front of line; one red tag identifies entire group. Right: ASSEMBLER FASTENS belts and other accessories to hanger to complete order, saves routeman's time in rounding up

Assembly Tailored to Routes

Labor, working hours and delivery time cut by simplified system

TWICE AS MUCH WORK is now done on the assembly line at Norway Service Cleaners in Norway, Pennsylvania, with half the employees formerly used. Previously employees had to work as late as 10 P.M. some evenings and sometimes on Saturdays to finsh up their work. The saving in time and labor has been achieved by introduction of a new system, well adapted to the convenience of the 17 routemen.

This is how the new assembly system works:

As soon as garments have been marked, the invoices are sent to the assembly department, where each is placed on an individual hanger. These hangers are then placed on rails that have been assigned to the individual routemen. Because there are 17 routemen operating out of this plant it is sometimes necessary to assign one rail to two or more routemen.

As completed work comes into the assembly department it is immediately segregated to the individual route racks. All the rails have alphabetical cardboard markers to indicate the routes. Garments are similarly identified. The garments are first broken down by route and then placed on the hanger with the invoice for the

individual orders.

"Before we employed this system," said J. Don Plotner, general manager, "our assembly girls would have handled the same garment several times before finally completing the order. They would have their customer ticket and then they would start hunting for the items to fill that order. This was time-consuming and very often not too accurate."

At 3 P.M. each day the assembly girls go through the line and check the tickets for the delivery date. If it is the following day, that order is immediately identified with a red tag and pushed up to the front of the rail. If there are many items for the next day's delivery, they are all collected at the front of the rail and identified by a single red-tag separator. A red tag attached to a cardboard is placed between the orders for the next day's delivery and those behind it for other delivery dates.

When routemen come into the plant they know that anything identified with a red tag or in the "red-tag section" must be delivered the following day. They must therefore pick up that work and place it on their final storage rails where it is held to be loaded in the trucks for the next day's deliveries.

This system has also helped in getting work out on time. That is because a red tag on any item means that it is to go the next day and must immediately be inspected and checked for delivery. The routeman must be sure that the order is complete with all belts, hats or other accessories.

All completed orders are given a final inspection at the end of the assembly line. After inspection the orders are bagged to signify that they are "finished work." These bags are then placed on a final storage rail to be picked up by the routeman for delivery.

"We try to make it as easy and simple as possible for our routemen to get their work out on time," says Mr. Plotner. "Assembly girls keep their eyes open for any additional work that has to be done. After an order is completed, they check it to see if there are any buttons missing, or belts or other items belonging to the order that are attached to it. They must, if necessary, give the garment to the seamstress to have the buttons sewed on or to do other repairs. They must make sure that belts, etc., are with the order before it goes on the final rail. This checking by the assemblers doesn't take more than a few moments and is a tremendous time-saver for our routemen." ##



ORDERS MUST BE COMPLETE before final inspection and bagging

GENEVA 3381

one

most

progressive

operators

SHAPIRO BROS. Dry Cleaners and Dyors FURHITURE 2615 EAST FRANKLIN AVENUE MINNEAPOLIS 6, MINNESOTA BARMENTS . July 9, 1953

> Mr. Paul Warren R. R. Street Co. 561 West Monroe Street Chicago, Illinois

We wish to send our personal thank you to you and the Dear Mr. Warren: staff of R. R. Street Co. for an excellent job in stail of R. R. Street Go. for an excellent job in development and perfection of the conductivity meter for the dry cleaning industry.

As you know we were one of the original strong soap as you know we were one of the offermer among the first with the automatic conductivity meter. Frankly words cannot express our appreciation to R. R. Street Co. for these developments.

Cost-wise our cleaning room is operating at the lowest Cost-wise our cleaning room is operating at the lowest cost per pound cleaned in our history. The quality being the finest I have seen anywhere. Our steam cleaning is down over 60% and re-runs are practically a thing of the past. You can well imagine how all the developments by your company have helped us in giving our customers the finest in dry cleaning and yet reduced our over-all

Again our thanks to you and your staff for a job well costs. done for the dry cleaning industry.

Very truly yours, Leonard Shapiro, secy. SHAPIRO

"lowest cleaning room cost in history"

"finest quality seen anywhere"

"reduction of over 60% in steam cleaning"

"re-runs practically a thing of the past"

NGW...optimum results with every load...regardless of relative humidity

Doppright 2005 ft. ft. Divinet & Co., Inc. 2010-10



MOTION AND SOUND coordinate in circus display showing trapeze artist swinging. At each third swing she turns over bar while barker turns, watches her, then turns and holds out hand to crowd



WHILE GIRL DANCES on top of spinning globe, boy watches and claps hands. All displays feature dolls; are built around theme that is tied in with drycleaning "pitch"

Cleaner's Hobby Pays Off

Animated displays attract attention to windows . . . and customers to plant

BUILDING MECHANICAL DISPLAYS is the hobby of Floyd DuBois, owner of DuBois Cleaners, Tailors & Furriers of Corvallis, Oregon. He has put it to excellent promotional use by making the displays tell in action and words the value of good drycleaning.

Mr. DuBois has already built over a dozen of these displays. When completed they go first into the display window at his plant. After they have been there two weeks to 30 days they are moved to the display window of a branch store, where they remain a like time.

After that, what? Formerly the displays were just stored in the basement at the plant but Mr. DuBois found that cleaners in nearby towns wanted to use them. Now after they have done their work for his own plant and store they are lent out.

One display which created a great deal of local comment was the circus entrance illustrated here. With a tape recorder, the voice of the barker advertised the Greatest Show on Earth, to be found just inside at Du-Bois Cleaners.

Another display which created a lot of attention was a large fish bowl with a doll dressed in a raincoat and hat sitting on a chair in the bottom of the bowl. A sign on the bowl read, "Water doesn't bother me, I've had my coat and hat rainproofed at DuBois." To add further interest, colored moth balls were placed in the bowl. Each morning Mr. DuBois added 5 teaspoons of regular strength citric acid and 5 teaspoons of baking soda to the water. This causes bubbles to form on the



IN HOME WORKSHOP Floyd DuBois works on new display. Buoy pops up and whistles, sailar in boat waves hand, boat moves up and down on waves

moth balls; they rise to the top, bob around, then fall back through the water to the bottom again.

Mr. DuBois builds the displays in a workshop at his home. He limits the cost of new material for any one display to \$35. However, he has a dozen ½ hp. motors on hand and a dozen drawers full of gadgets and materials.

Hundreds of people bring their children to see the displays, which always have dolls in them. Mr. DuBois says he knows the displays have created a lot of goodwill, and believes they have also gained customers. # #

BESURES Why Guess When You Can Know?

Do better work at lower cost by controlled digestion. EXZYME DIGESTER LOOK FOR THIS CERTIFICATE IN YOUR PACKAGE Don't Guess at the Temperature of Your Digester Bath! Be sure with this handy thermometer. Get yours with this coupon and fifty cents, or FREE with three coupons. Sorry, only one PABST SALES COMPANY, Industrial Products Div. to a customer. 221 N. La Salle St., Chicago 1, Illinois Please print your name and address on reverse side. Void in any state where prohibited, taxed, or otherwise restricted. Good only in U.S.A. This offer expires October 31, 1953 PABST SALES COMPANY Industrial Products Division 221 North LaSalle Street . Chicago 1, Illinois

EXZYME is the registered trade mark of the Pabst Brewing Company—Copyright 1953, Pabst Brewing Company, Milwaukee, Wis., Trade Mark Reg. U. S. Pat. Off.

Throughout the world

WASHEX*
cleans over
1,200,000 lbs.
in a day!









Visit us at the **AIL Convention** Shrine Convention Hall Los Angeles, Calif. October 9-11 **BOOTHS 141-142**

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QUESTIONS and ANSWERS

Discoloration of Blue Trousers

Can you tell us what caused the fading of color on these trousers?—N.M.C., Maine

The fabric of these trousers is made from acetate fiber. The discoloration has been caused by a loss of dvestuff.

A loss of color such as this can occur from two causes, each involving water. If, for example, a garment such as this has wet areas when it is entered into a drycleaning system, a loss of color from the acetate fibers will occur. Also, if the garment is wet in certain areas and is then subjected to high heat and steam in finishing a loss of color will also occur, due to the fact that acetate dyestuff is quite soluble in very hot water.

Because the damage is an actual loss of dyestuff the only means of restoration is to redye the garment.

Trousers and Coat Different Colors

Both pieces of this man's white suit were cleaned together in the same washer, using the same procedure. Why did the trousers come out a different color from the jacket?

-L.G.H., Puerto Rico

This fabric has been made from wool and cotton yarns. The yellowing is present on the wool fiber only, while the cotton fiber is a clear white.

It seems quite apparent that the discoloration of the wool fiber is due to the fact that the fiber has been damaged. We are of the opinion in this case that the garment has been subjected to a chlorine bleach bath which has caused a disintegration of the wool fiber.

It must be remembered that animal fibers are readily damaged by the action of chlorine bleaches, which therefore cannot be used when such fiber is present. Other strong bleaching agents, most notably potassium permanagante, can also cause this type of damage if the garment is bleached too long or too often in such a bleach. Overoxidation then takes place, causing damage similar to that resulting from the action of chlorine bleach.

There is no method of restoration in this case since the fiber itself has been severely damaged.

Bleaching Nylon Curtains

How can we keep nylon curtains from turning yellow when drycleaned? Also, if they are wetcleaned, what bleach and sizing should we use?—P.D.C., Mississippi

Nylon curtains can be bleached with any of the standard bleaches but textile authorities do not recommend the use of chlorine bleach on nylon. I have used chlorine bleach on them at about one-half of one percent concentration and have never experienced any difficulty. The other oxidizing bleaches such as sodium perborate and hydrogen peroxide are much milder in their action and certainly could be used without any concern. The oxidizing bleaches will give you a more permanent white than will the reducing bleaches such as sodium hydrosulfite (stripper), etc.

Quite often a yellowing on curtains is due to the

oxidation of sizing that is present on the fiber. This sometimes takes place when the fiber is exposed to heat. The use of an oxidizing bleach in such instances might increase the yellowing rather than reduce it, and it might be better to use a reducing bleach such as sodium hydrosulfite.

Because a high degree of stiffness is usually desired in curtains it would be most advisable to use a sizing such as gelatin after the curtains have been wetcleaned.

Odor in Rayon Jacket

This short jacket was just recently purchased, and after cleaning a bad odor was noticed. Can you tell us the cause?

-E.L.C., Georgia

Free fatty acids, particularly perspiration acids, will cause odor in clothes if the concentration is allowed to build up too high in the solvent. It also seems that a combination of moisture with these fatty acids makes the odor more pronounced. For this reason the bottom of storage tanks should frequently be pumped free of any moisture present, and rag filters on the still should be changed frequently.

However, there are other sources of odor difficulty. Many fabrics today are being treated with sizings or resins to produce certain properties that the manufacturer considers desirable, such as crease resistance. In some cases these resins will develop odor in the fabric because they have not been cured properly. Because this garment is made of rayon that has been treated with a resin there is some likelihood that the improper curing of that resin might be the source of the odor.

Try recleaning the garment in solvent that is definitely free of fatty acid. If the odor was caused by fatty acid in the solvent, such a recleaning should clear it up. If it does not, then it may be necessary to digest the garment, and wetclean it. This should be done only with the customer's consent since the loss of sizing that might take place may cause some shrinkage as well as a loss of body to the fabric.

Stains on Blue Silk Dress

Are the yellow stains on the front of this blue dress oxidized grease or tannin?—C.D.C., New Jersey

The fabric of this garment has been made from pure silk yarns, and a sizing has been used to provide a typical stiffness.

Examination under ultraviolet light shows that the garment is quite generally stained in the front section. It also indicates that the staining is merely due to the fact that a wet solution of some type has been spilled on the garment, affecting the water-soluble sizing. The oxidation of the sizing itself may account for the yellow coloring in this case since it does not appear to fluoresce in the typical manner of a tannin or caramelized-sugar stain.

These are very difficult fabrics to handle because of the water-soluble sizing. Any wet solution causes a disturbance of the sizing and usually results in some type of discoloration.

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How To Open a Plant

Promotion, presents and tours for a propitious start

by GALINA TERR

ORCHIDS FOR THE LADIES have become almost standard procedure at "open house" celebrations, judging by news reports from all sections of the country. It's only one of many ideas that are being used to promote the opening of a new drycleaning firm, or removal to a new plant, or completion of a modernization program or building addition.

Scope: Opening promotion can be as simple as the two-for-one price discount offered by Jack & Jill of Fairmont, W. Va., or as fancy as the name-band dancing and entertainment provided by Flair Cleaners in Chicago. The plantowner's ideas and budget for the promotion may range from the modest to the colossal, but some kind of promotion there should be. This means not only paid advertising in the newspapers, on the radio and any other available medium, but also free publicity in the editorial columns of the local press. This can easily be had, particularly in smaller communities, if the opening incorporates some novelty or features local celebrities.

Timing: Both paid advertising and publicity should be launched a month before the opening and repeated often enough to make the citizens familiar with the name, the place and the time—and to whet their appetites for whatever "something for nothing" is being offered. Inducements range from small souvenirs to valuable prizes, from plant tours to professional entertainment.

For open-house promotion, the small-town plantowner has many advantages over the big-city operator. It is easier for him to get local publicity and to get the cooperation of other merchants, and he will probably have a smaller and more calculable crowd to handle. In many cases, however, the plantowner in a large city is located in a defined neighborhood area which can be treated like a small community.

Tours: Whatever the size of the city or the promotion budget, every open house is built around a plant or store, and that should be the star attraction. Certainly, it is then at its cleanest and most presentable and, provided all equipment is set up and in working order, offers the best opportunity for impressing the prospects.

For the opening-day or opening-week visitations, the plantowner should be prepared—even if he has to rehearse a little spiel—to circulate around with the visitors, showing each piece of equipment in action and explaining the procedures. It would also be desirable, if possible, to coach employees to answer questions intelligently. Many open-house hosts also serve some simple refreshments such as doughnuts and coffee or soft drinks and cookies.

Something Free: Small souvenirs may be orchids, gardenias or some other flower for the ladies, and should include candy or small toys for the children.

If the celebration lasts more than a day, larger prizes are usually given out the final day, but visitors on any day should be eligible for the drawing. The plantowner, especially in a small community, will often find he can get the grand prize and smaller prizes from other local merchants. Obviously, the source of the prize must be named. Also, the winners should be announced in the press promptly after the drawing.

Household appliances are the most popular prizes but a number of drycleaners have shown much ingenuity in selecting gifts that not only are desirable but novel enough to have publicity value. A Glo Cleaning System store in Dallas, for example, offered a cocker puppy. (As a small precaution, children had to be accompanied by parents to register for the prize.) Manley Cleaners in Woburn, Mass., in addition to the usual radios, toasters and percolators, gave a top prize of a month's rent!

Among the countless Nu-Way's and Modern's, there are some cleaning plants with names that can be tied in with souvenirs to firmly impress the name on the public. For example, Aero Cleaners in Chicago celebrated the opening of a new drive-in by having free toy planes distributed to children by a girl in a Piper Cub plane. (In the evening this plant also had a blimp lighting the sky with searchlights.)

Few cleaning plants have names so aptly suited to souvenir tie-ins. Certainly we wouldn't suggest that Atomic Cleaners pass out atom bombs, or even that White Swan offer live namesakes. But the Valet's might offer small pocket brushes, or the various Thrifty's coin banks, or the Up-To-Date's novelty calcudars, or the Drive-In's rings for car keys.

A novelty angle in the mechanics of awarding the prizes draws added attention. For instance, at the recent opening of Dapper Dan in Freeport, N. Y., the plant distributed flyers with a key attached, and the announcement that the first key that would unlock a "treasure chest" on a certain date would win \$100 in free cleaning. All callers at the plant were given numbered key rings, with 99 of them lucky numbers good for \$5 in free cleaning.

Something To See: Many of the more ambitious plant openings also feature entertainment, music, sometimes dancing. The opening of a new addition to Paris-Liberty Cleaners in Spokane, Wash., featured an evening square dance, with installation of the new equipment postponed until after the opening. Dancing could also be held outdoors, if the plant had a good-sized parking lot, or if local authorities would permit closing a street. Holzberg's, Inc., in Superior, Wis., took advantage of its parking lot to offer an open-air movie.

Another method of attracting both crowds and publicity is the "V.I.P." technique. Also most practical in smaller towns, this involves getting the mayor, or the head of the Chamber of Commerce, or some other local celebrity to open the plant formally by cutting a ceremonial ribbon. This is practically always good for a picture in the paper of the plantowner and his wife with the scissors wielder.

Whatever the variations, there are three must's for the open house: (1) advance advertising and publicity; (2) an opportunity to see the plant, preferably in action, and (3) some inducement to come to the party, in the form of a giveaway, prizes and/or entertainment. # #

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Facts About



PORTRAIT OF SUCCESS—the year-old plant dedicated to wholesale shirt maintenance at Paterson, New Jersey

Holland Does Shirts—Nothing But Shirts

Wholesale laundry catering to drycleaners finds an unusual demand for its services

by HENRY MOZDZER

THREE YEARS AGO, when Albert J. Rienstra decided to go into the wholesale shirt laundry business, he was sure there was a need for such a service. His expectations were exceeded, however, when it came time to solicit accounts. Almost every other drycleaner approached was interested in becoming a customer.

Today the Holland Shirt Laundry, of which Mr. Rienstra is president, is housed in a new, one-story, \$40,000 brick building in Paterson, New Jersey. The plant handles nothing but shirts, No flatwork. No drycleaning, Just shirts.

There is no longer an active solicitation program and the only advertising appears in the classified pages of the telephone directory. The plant has all the work it can handle doing 14,000 to 15,000 shirts weekly.

Mr. Rienstra has been in the laundry business for some 25 years and has had the opportunity of observing the field from various viewpoints. He has been a laundryowner and more recently a representative for a chemical concern. There is no doubt that he profited from his experiences.

Why the wholesale shirt laundry business? Mr. Rienstra's decision was based on a number of reasons.

First off, he noted that the family laundry seemed to be suffering at the hands of homewasher people and the launderettes. Less wash was being turned in and people either were reluctant to bring in just a few shirts or they didn't want to wait a week for delivery.

Secondly, he observed that a few drycleaners who offered a quick shirt service seemed to be doing all In last month's issue we started a series on shirt laundering for drycleaners – viewed as a profitable sideline for those plantowners who have the potential market, the space and the initial investment capital required. This article presents the same subject from another angle. Shirt laundering as a business in itself, as the head of the successful operation described points out, presents a profit opportunity in filling a real need in heavily populated urban areas.

The series on shirt laundering for drycleaners will be resumed in our October issue.—EDITOR

right. Not only did shirts provide a profitable sideline but the average customer was inclined to bring along garments for drycleaning, as well. The two services complemented each other.

The majority of the drycleaners, however, were losing out on this profitable sideline because they didn't have either the room or the money to install shirt laundries in their plants. (Since inaugurating his service, Mr. Rienstra reports, he has met drycleaners who regret installing their own shirt laundries, mainly because of the large initial investment and because operators are hard to come by in a tight labor market.) The other alternative, farming shirts out to a laundry, does not provide quick service.

The wholesale shirt laundry seemed to hold the answer for these cleaners who were forced by com-

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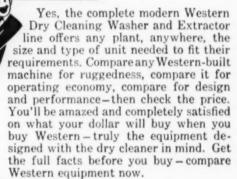
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The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



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Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.





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THREE 4-GIRL UNITS produce , 5,000 shirts per week for Holland's 35 regular wholesale shirt accounts

petitors to offer a shirt service. Mr. Rienstra had seen successful shirt laundries in other areas and decided to give it a try.

At this writing, the Holland Shirt Laundry has approximately 35 regular accounts, each of which brings in between 150 and 1,000 shirts weekly. A pickup service is provided by Holland to plants handling a minimum of 150 shirts per week and all deliveries are made within 48 hours. When the drycleaner does his own trucking, a discount is given.

Two types of service are offered the retail drycleaner: a bulk service and a package service. To explain briefly, the cleaner who wants bulk service assumes the task of marking, assembling and packaging. Holland merely washes and finishes the shirts.

The package service includes all these functions, while the drycleaner acts as a middleman between the laundry and the customer. Naturally, since more work is involved in the package service, it costs more. Holland gets 15 cents per shirt.

Managerial and supervisory requirements are at a minimum. John Rienstra, the other half of the fatherand-son team, tends the washroom and serves as plant foreman. The staff includes 12 press operators, 2 markers, 2 assemblers and one driver—17 in all. With this work force the plant normally produces about 15,000 shirts per 40-hour week.

Almost all the pressers are former laundry employees. They are paid by the hour and share in bonuses.

The entire equipment consists of three 4-girl finishing units, two wooden washwheels measuring 54 by 84 inches and 30 by 48 inches, respectively, one 48-inch extractor, two marking machines, a 50-gallon starch cooker, a button sewer, a couple of bins and tables and a one-ton pickup truck.

The heart of the plant is the 30 hp steam generator which is located in a separate room, with the compressor.

In an adjoining room is a well-insulated water heater which supplies washroom needs. Return steam from the presses is used to preheat the water and a steam injector serves as a standby should the hot water requirements become excessive.

The building itself has an 18-foot ceiling and 5,000



NUMBER-LETTER CODE is used by markers to identify drycleaner and individual customer in package service



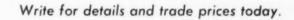
IN ASSEMBLY DEPARTMENT two girls separate and wrap customers' shirt orders in short order

"supermarket" service for all six sidelines



Tired of farming out six different sidelines to six different sources? Now you can make life easier, simpler by sending dyework, gloves, suede and leather garments ... along with articles for Cravenetting, reweaving and flameproofing... to just one dependable company. Yes—and send

everything in the same bundle, too. Use this new "supermarket" convenience with confidence—Tru Color's quarter-century reputation for quality and dependability is your assurance of work that will please your customers.





America's Mail-Order "Supermarket" of Sideline Services

205 SHEFFIELD AVENUE . BROOKLYN 7, N. Y.

square feet of productive space. It was erected at a cost of \$7.58 per square foot. Wall-long windows give excellent light and ventilation. Gas heaters provide heat for the plant during the winter months, while built-in wall fans draw off the heat during warmer seasons.

The Workflow

The delivery truck, which picks up shirts from about 75 percent of the accounts, is backed into the unloading area. The work is transferred to trucks and hampers and moved to the marking tables.

If the order calls for package service—and the majority of them do—the girls machine-mark each shirt in a number-letter code which identifies both the retail cleaner and the individual customer. Thus, all shirts coming from Black Tower Cleaners would be slugged "BT" while those from Lily White Cleaners would be marked "LW," etc. The figures following these letters would identify the cleaner's customer.

The shirts are then separated into three classifications: white work, fugitives and no-starch. After this breakdown, the pin-and-net system is employed to keep track of the garments until they arrive at the finishing units.

The pin-and-net system makes use of a piece of canvas which has a number stenciled on it and 10 grommets spaced around the edges. Large pins are passed through the grommets; each pin bears the same number as the one on the canvas. The marker assigns

one canvas to each lot and one pin to each net in that lot. A lot consists of 100 shirts or a cleaner's order, whichever is smaller. This group number is then marked on the sales slip. Thus, the numbers on the group-identifying tag or canvas, sales slip and pins are all the same.

If the order is for bulk service the machine-marking operation is omitted. The markers merely count the number of shirts and separate them into appropriate classifications. And the pin-and-net system is used to identify the drycleaner's order. Since each finishing unit works on only one order at a time, there is little confusion in this respect.

The work is next moved a few feet from the marking tables to the washing area. The large washer takes care of the white work—450 shirts at one time. The normal white-work formula calls for a 75-minute washing cycle and includes a 10-minute starching run.

To maintain the production pace at Holland, shirts are either starch or no-starch. When the washing cycle is completed the no-starch nets are pulled from the washer. These are easily separated from the load since the no-starch nets are tagged with large white rubber markers. Then, too, the no-starch nets are generally placed at the ends of the washer, so that they may be found more readily.

Starching is done in the wheel. The consistency is 16 pounds of starch to 50 gallons of water. One pail of starch solution is used for every 100 shirts.

The smaller washwheel is used for fugitive work and washable sport shirts and, of course, makes use of a different washing formula.

The 48-inch extractor serves both washers and is capable of handling 225 pounds of wash in



ONLY 27½" WIDE



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only the HUEBSCH TWIN offers all these features:

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Available in steam and gas beated models. Steam beated tumbler shown.

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Division of AMERICAN LAUMON one 12-minute run. After each order is reassembled the work goes to the finishing section.

The Finishing Sequence

The finishing section consists of three 4-girl units, each of which can deliver 1,000 to 1,100 shirts per 8-hour working day. Every unit has six presses (operating at 120 pounds steam pressure) and a sleeve conditioner.

In the normal sequence, the first operator shakes out the work and conditions the sleeves. She then makes lays on the sleeve press and the cuff and gusset press.

The second operator tends the collar press, the yoke press and the backing press, making two overlapping lays on the latter. The third operator works the bosom press and is in charge of the unit. She checks the quality of the work and calls for do-overs when necessary. The fourth operator handles the folding.

Assembly and Identification

As the finished shirts are stacked, the two girls in the assembly department take over. One picks up the work and double-checks the work quality. The second girl handles the packaging.

If the shirts coming through are for bulk service, a certain number of bins are assigned to that drycleaner. When the number of shirts tallies with the order slip, they are placed in heavy cardboard cartons—24 to a carton—and the cleaner's order slip is affixed

to the outside for identification. The cartons are returnable, thus saving on packaging costs.

For the package service, the shirts are separated by individual customers. A customer's slip is laid in each bin. When the number of shirts tallies with that of the order, the packer encloses them in a cardboard shell and wraps them. The order slip is again affixed to the outside of the package. In this way there is a visual record of the number of shirts contained and the owner's name.

As the orders are completed the packaged shirts are stacked behind the bins. Since each order slip has the drycleaner's name on it, there is little difficulty in keeping the lots together. The shirts are now ready for delivery.

Summing it all up, the beauty of this specialized operation is steady volume which can be profitably handled by a relatively small staff with a minimum amount of equipment and supervision.

Wholesale shirt laundries seem to thrive best near big city areas, particularly where white-collar people predominate. The Holland plant is located in industrialized Passaic County. Most of its customers, however, live in Bergen County in the metropolitan New York area which attracts the suburbanite or white-collar class.

Mr. Rienstra has resisted all suggestions to branch out into flatwork finishing or drycleaning or at least to open up a call office for the retail trade. The plant has all it can handle at the moment. And as an old laundryman, he's content to work just the minimum 40 or 44 hours a week and avoid all the headaches possible. On further prodding he says, "Maybe in the fall we'll put in another 4-girl unit." ##



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Incentive Boosts Shirt Profits

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EMPLOYEE TURNOVER was the big problem Charlie Sells encountered when three years ago he added a shirt laundry and limited laundry service to his Modern Cleaners plant in Las Vegas, Nevada.

It cost approximately \$100, Mr. Sells found, to train an operator to the point where she could deliver her half of 25 shirts an hour from a two-operator shirt unit. With shirts selling at a good price and many of them coming in as specials, the training costs would not have been so bad—except that the girls quit about the time they learned how to carry their load at the shirt unit.

This cost of training plus the unduly high turnover convinced Mr. Sells that he should put in some sort of incentive program for his shirt operators. He decided to use the average number of shirts being turned out by his two-girl units as the norm. This was running approximately 25 shirts per hour. He used the regular wage of \$1 per hour for the basic wage rate.

Under the incentive plan, if the two girls turned out 25 shirts an hour, they got \$1 per hour. If they turned out 30 shirts per hour, they got \$1.10 per hour; if they turned out 35 shirts per hour, they got \$1.20 per hour. This was figured on an 8-hour day.

Here is what happened after the incentive payment plan was put into operation:

In 24 months it has been necessary to train only two new shirt-unit operators. Production was immediately increased to an average of 35 shirts per hour per two-operator unit. This means that each girl draws an individual daily bonus of \$1.60 per 8-hour day.

When the incentive program was first put in, there

was some trouble with the quality of the work. The operators were too interested in the number of shirts they were turning out and not interested in the quality.

It was not necessary to make any drastic rules about this, Mr. Sells reports. He merely called the girls together and showed them the quality of rejects. He then explained that this bonus or incentive plan under the honor system could operate only if they themselves made it a point to turn out a top-quality shirt.

Shirts are periodically inspected. However, Mr. Sells says the best guarantee of quality is an understanding that the girls who operate the unit look after the quality themselves.

There has been no trouble with quality, Mr. Sells said, since the first misunderstanding was ironed out. With this incentive plan and by encouraging the honor system, he is able to get 37 to 40 shirts per hour. However, he would rather see 35 to 37 shirts per hour than see the operators crowded to deliver more. But the quality is high and he is getting a better price for his shirts than any other place in Las Vegas.

Shirt volume runs around the capacity of 3,000 shirts per week. Around 1,200 shirts a week come in as specials, at a charge of 35 cents. The shirt service, according to Mr. Sells, has been responsible for increasing drycleaning volume 10 to 15 percent.

creasing drycleaning volume 10 to 15 percent.

"I'm sold on the incentive method," concludes Mr. Sells. "I have found that one by-product of the plan is worth all of its cost: Since we put in the incentive plan, our shirt-unit operators have handled their own jobs and their own department so well that it has required very little attention from management." # #

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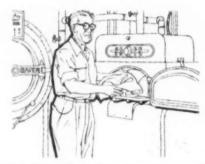


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record as stating: "Detrey, with the two-bath system, definitely turns out the best cleaning we have ever experienced."

A veteran drycleaner and launderer, Fred has devoted over forty years to the industry. Born in Seattle, Washington, Fred went to work in his uncle's laundry directly upon leaving school. Starting as a helper, young Fred worked in all the



departments including engineering, winding up as Assistant Superintendent.

As a member of the Naval Reserve, Fred did a tour of duty in the rugged Sub Chaser Service in World War L From 1919 to 1923 he worked for Cascade Laundry, and from '23 to '24 managed the Palace Laundry. In August of 1925, he founded his own business, and has steadily prospered ever since.



Operating a cash and carry business, his drycleaning volume has shown a marked increase each year from the very beginning. Currently handling the largest volume in the history of the business, Fred says: "With the quality cleaning ware getting from the Detrex Two-Bath Monarch, we know we will definitely do even better in the future."



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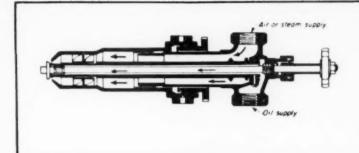


FIG. 1 (above). Steam-atomizing burner of external-mixing type brings oil and atomizing medium, steam, together at burner tip. FIG. 2A (right above). In this external-mix oil burner steam jet hits emerging oil at right angles as oil leaves burner; gives turbulent mixing action. FIG. 2B (right). Enlargement of wide-range burner head shown mounted above

How Oil Burners Work

Operation of three major classes, with a few suggestions for good maintenance

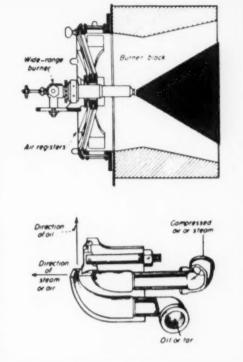
by JOSEPH C. McCABE

OIL BURNERS, in addition to proportioning fuel and air, and mixing them, must prepare the fuel for combustion. There are two ways of doing this, with many variations of each: (1) The oil may be vaporized or gasified by heating within the burner, or (2) it may be atomized by the burner so vaporization can occur in the combustion space.

Designs of the first group, usually called vaporizing burners, are necessarily limited in range of fuels they can handle and find little power use. Our discussion is, therefore, limited to designs of the second group.

If oil is to be vaporized in the combustion space in the instant of time available, it must be broken up into many small particles to expose as much surface as possible to the heat. This atomization may be effected in three basic ways by: (1) using steam or air under pressure to break the oil into droplets; (2) forcing oil under pressure through a suitable nozzle; and (3) tearing an oil film into drops by centrifugal force. All three methods find use in practical burners.

In addition to breaking the oil into small particles for fast vaporization, the burner must provide motion between oil droplets and air, so that vapor "coats" are stripped off as fast as they form and fresh surfaces exposed. This calls for penetration of the oil particles in the proper direction into the furnace and for a high



degree of turbulence in the air. Such relative motion of oil and air helps to produce more uniform mixture conditions over the combustion zone.

Hydrocarbons, as we have seen, burn by hydroxylation* and by cracking*. In practice, both forms are present, although the usual oil-burner flame is predominantly the latter type. This characteristic short yellow flame has good radiating characteristics and fits usual combustion spaces well. It carries, however, solid carbon particles which form soot if their burning is stopped by any chilling action. Depending on the nature of the chilling, the soot may deposit on heating surfaces or may be carried out the stack as a major constituent of smoke.

Pure hydroxylative burning, while free from soot and smoke possibilities, yields a less radiative* flame, and can be produced only in certain types of burners. Thus, as in many engineering matters, we compromise and try to introduce enough hydroxylation into a predominantly cracking process to keep the flame clean and reduce smoking tendencies. Hydroxylation is encouraged by thorough atomization, suitable preheating of both oil and air, and exposure of the mixture to a gradually increasing temperature over not too short a time.

1. Steam-Atomizing Burners

Let's look now at practical oil-burning equipment. The oldest form is the steam- or air-atomizing burner. Installation is relatively inexpensive and simple, especially where no attempt is made to control steam and oil supply simultaneously. Steam-atomizing burners, as a class, possess the ability to burn almost any fuel oil, (Continued on page 92)

^{*} See glossary on page 92.

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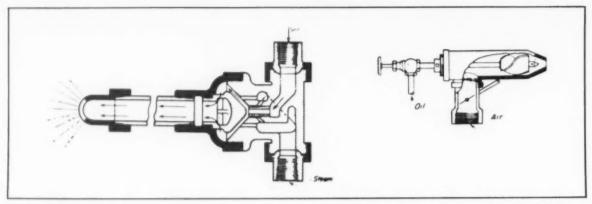


FIG. 3. In typical design of internal-mixing steam-atomixing burner, changing tip afters range of capacities handled

FIG. 4. Law-pressure air serves as atomizing medium, meeting oil at tip and breaking it up. Air atomization is high-cost, little used

(Continued from page 89)

of any viscosity, at almost any temperature. Air is less extensively used as an atomizing medium because its operating cost is apt to be high.

These burners can be divided into two types: (1) external-mixing, in which oil emerging from the burner is caught by a jet of steam or air (Figs. 1 and 2), and (2) internal-mixing or premixing—oil and steam or air mix inside the body or tip of the burner before they are sprayed into the furnace (Figs. 3 and 4).

Steam consumption for atomizing runs from 1 to 5 percent of steam produced, usually averaging around 2 percent. Pressure required varies from about 75 to 150 psi, and steam can be taken from: (1) a low-pressure line, (2) a desuperheater* with a pressure reducer, or (3) a drum vent, through an orifice and regulating valve. Oil pressure need only be enough (usually 10 to 15 psi) to carry oil to the burner tip.

External Mixing: In the burner shown in Fig. 1, oil reaches the tip through a central passage, flow being regulated by the screw spindle at the right. Oil whirls out against a sprayer plate to break up at right angles to the stream of steam, or air, coming out behind it. The atomizing stream surrounds the oil chamber and receives a whirling motion from vanes in its path. When

GLOSSARY

Engineering terms used in this article

Cracking—When hydrocarbons come into the full heat of the boiler furnace they crack down into carbon and other hydrogen combinations which mix with the air in the furnace to give a bright yellow flame.

Desuperheater—A special device employed on large boilers where steam is heated above its normal temperature (superheat) so there will be no condensation between the boiler and the point where the steam is used. With an oil burner this superheated steam would "flash" or expand so fast it would prevent good oil mixing and atomizing.

Hydroxylation—Chemically this term covers the process whereby oxygen associates with hydrocarbons. In oil burners you can get hydroxylation by mixing air and oil before you apply heat (external mixing), giving a nearly colorless blue flame.

Radiative—When referring to flame it means a bright flame that throws off considerable heat.

Ssu–Saybolt seconds universal, the standard way of rating the viscosity of an oil; that is, how hard it is to make the oil flow. Ssu is the time in seconds that it takes to run 60 cubic centimeters of oil through a standard-sized hole at either 100° , 150° or 210° F.

Tangential holes—By setting holes on a tangent around a ring the entering oil follows the rim of the ring, meets and mixes with the next hole's oil supply, giving what amounts to a rotary-cup action with mechanical atomizers.

^{*} See glossary

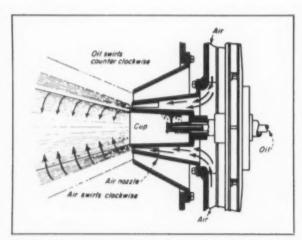


FIG. 5. Cup revolving counterclockwise breaks up ail film at rim by centrifugal force

air is used as the atomizing medium in this burner, it should be at 10 psi for lighter oils and 20 psi for heavier. Combustion air enters through a register. Vanes or shutters are adjustable to give control of excess air.

Fig. 2 shows another external-mixing design. Oil and steam discharge through separate nozzles at right angles to each other, the steam breaking up the oil stream.

Internal Mixing: Figs. 3 and 4 give examples of the premixing principle. In Fig. 3, steam and oil meet and mix well within the burner body. Energy in the steam serves to force the steam-oil mixture through the nozzle for atomization. The burner shown in Fig. 4 brings oil and air under pressure together at the burner tip for mixing before discharge into the furnace.

2. Mechanical Atomizing Burners

Now let's look at a second major burner class, mechanical atomizers. Good atomization results when oil under high pressure (75 to 200 psi or higher) is



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discharged through a small orifice, often aided by a slotted disk. The disk gives the oil a whirling motion before it passes on through a hole drilled in the nozzle, where atomization occurs. For a given nozzle opening, atomization depends on pressure and, since pressure and flow are related, the best atomization occurs over a fairly narrow range of burner capacities (about 40 percent).

To follow a fluctuating boiler load, a number of burners may be installed and turned on or off as steam demand varies. Or, burner tips with different nozzle openings can be applied to a single burner body.

Wide-Range Design: Oil-burner manufacturers have developed many designs to extend the usual 1.4 to I capacity range of the mechanical-atomizing nozzle. One, for example, features a plunger that opens additional tangential* holes in the nozzle as oil pressure increases. This gives a 4 to 1 range. Another design employs a movable control rod which, through a regulating pin, varies the area of tangential slots in the sprayer plate and the volume of oil passing the orifice.

Still another variable-capacity design delivers oil at high pressure (350 psi) at a constant rate, but discharges through the nozzle only the quantity needed to meet steam demand. The remainder recirculates.

3. Rotary-Cup Burners

The third major class of oil burners, the horizontal rotary cup, atomizes fuel oil by literally tearing it into tiny droplets. A conical cylindrical cup rotates at high speed (usually about 3,500 rpm if motor-driven). Oil moving along this cup reaches the rim where cen-

trifugal force flings it into an air stream (Fig. 5),

This system of atomizing requires no oil pressure beyond that needed to bring oil to the cup, and proves attractive in installations where only low-pressure steam is available. High oil preheat temperatures must be avoided since gasification may develop. The rotary cup can satisfactorily atomize oils of high viscosity (300 Ssu*), however, and has a wide range, about 16 to 1.

Gas and oil burners are often combined. Designs of such combinations vary widely in the nature of both the oil unit and the gas unit. Their ability to handle either of the two fuels, or both at once, proves desirable in locations where both are available.

Burner Maintenance

Properly maintained, modern oil burners give highly satisfactory service. For peak performance, make sure that the burner gets uniformly free-flowing oil, clear of sediment that clogs burner nozzles. This means avoiding sludge buildup in storage tanks and keeping strainers in good condition. Preheat temperature must be right for fuel and burner type, and must be uniform.

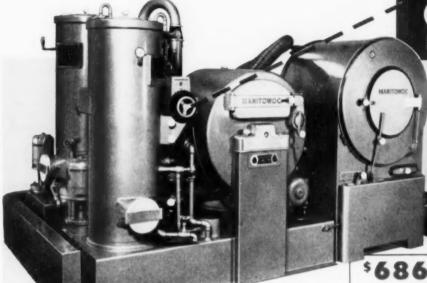
Keep burners in good condition by watching for wear caused by abrasion of ash in fuel, and for carbon buildup.

In rotary-cup burners, worn rims cause poor atomization. If cups are not properly protected after the burners are turned off, carbon forms on the rim. When the burner is shut down always take out the cup and insert a flame shield.

Worn or carbonized mechanical-atomizing nozzles play hob with proper oil atomization. Replace worn pozzles and keep them clean. # #

^{*} See glossary on page 92.

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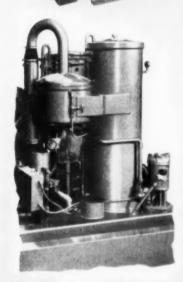
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Rear view of unit showing separate solvent storage tank, still, filter and pump for solvent rinse operation. Strong soap filter tank and storage tank with washerextractor mounted at front of unit. Compact, accessible design reduces floor space requirements.

MANITOWOC FREINFERING CORP. 512-16th Street ON DISPLAY A.I.L. Convention Booth 231-232 Los Angeles, Cal.

LEGAL DECISIONS

by A. L. H. STREET

Former Stockholder Competes

A director and stockholder of a cleaning company was also a key employee, as a routeman. On dismissal as director and routeman he sold his stock to the company. As part of the sale agreement he consented not to engage for six years in the cleaning business in the same city—individually, as a copartner or as stockholder. Was the company entitled to enjoin him from setting up a competing business in partnership with an outsider three years after the contract was made?

Yes, decided the Minnesota Supreme Court in the case of Peoples Cleaning & Dyeing Co. v. Share, 210 N. W. 397.

The court said that since the company was not bound by any previous contract to buy the stock, it had a right to impose as a part of the consideration for its purchase a promise that the former member of the company would not identify himself with a competing concern for six years.

However, it is not to be inferred from this decision that the mere fact that a man may be a stockholder and director of a cleaning company will render valid his agreement that, on ceasing to be such, he will not compete with the company. Agreements not to compete are regarded by the courts as illegal restraints on competition unless the person binding himself not to compete has such a "drag" with customers as to enable him to divert their patronage through his personal influence acquired while associated with his old employer.

The Minnesota court strongly intimated that the fact that the former associate of the company had served as a routeman had a much stronger bearing on the validity of the agreement not to compete than the fact that he had been a director and stockholder. It cited court rulings to the effect that milk and laundry routemen may bind themselves not to compete for a certain time after their employment ceases. The court added: "Drivers of vehicles sent out to pick up and deliver clothing to be cleaned are in the same class and subject to the same rule."

Conflicting Business Names

What are some of the legal angles involved in the right of a cleaner to enjoin a competitor from using a confusingly similar name?

First, the law draws a distinction between "infringement of a trade name" and "unfair competition." For example, after valuable goodwill has been built up by the "Star Cleaning Company" a new competitor named Starr attempts to do business as the "Starr Cleaning Company." Any court would be apt to declare that a trade-name infringement, because "Star" is a distinctive word, and people of the community would naturally be confused on hearing the word "Starr" or "Star" spoken.

A case illustrating unfair competition, decided by a South Dakota court as long ago as 1921, reflects the attitude of courts throughout the country. (Zweck v. Aberdeen Laundry & Dry Cleaning Co., 183 N. W. 118.) The plaintiff had operated a cleaning business under the name "Aberdeen Dry Cleaning Works," and the defendant a laundry under the name "Aberdeen Steam Laundry." Neither name was the subject of exclusive ownership as a trade name, because each was descriptive of a kind of business and the city in which it was located. And, for many years, neither party had any ground for legal complaint because they were engaged in different lines of business.

Later the defendant (the laundryowner) and an associate bought the "Sanitary Dry Cleaning and Dye Works," and afterwards organized a corporation named the "Aberdeen Laundry and Dry Cleaning Company." As there was no other corporation organized under that or a similar name, the defendants evidently thought they had a perfect right to adopt it, and also to use it as a trade name.

But the plaintiff brought a suit to enjoin use of the name in advertising and soliciting business, and the court granted such an injunction. It also enjoined the defendants from using the names "Aberdeen Dry Cleaning Company" or "Aberdeen Dry Cleaners," and "from receiving any business thereunder shipped or . . . otherwise forwarded to the plaintiff under such names."

On appeal the South Dakota Supreme Court approved the injunction, deciding that the plaintiff's attorney's were correct in their contention: "The first dealer in a particular business to adopt and use and give value to a trade name consisting of geographical, generic, or descriptive terms, and therefore not subject to exclusive appropriation as a trade name, will nevertheless be entitled to have the business which he has built up under such name protected against unfair competition."

Damage Claim Not Waived

Where a cleaner delivered a garment, which the customer claimed he damaged, upon payment of less than the regular charge, did the customer waive her right to sue?

No, according to the Kansas City Court of Appeals. (Murphy v. Lungstras Dyeing & Cleaning Co., 174 S. W. 114.) In this case, the customer claimed a suit she left for cleaning was in good condition except for a blood spot, but when it was ready for delivery it was streaked and faded. When she refused to pay the charge of \$1.25, the cleaner refused to deliver, but finally turned the suit over upon payment of 75 cents. According to the court, the customer did not waive her right to sue for the value of the suit, which had been rendered worthless—assuming that the cleaner was responsible for the damage.

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.



America's smartest half-ton panel is your smartest buy!

Inside and out, this all-new Ford F-100 Panel is designed to help you deliver more merchandise, at less cost, with greater ease and safety. And its handsome looks are bound to build prestige for any business.

Long, high and wide, the F-100 Panel gives you up to 155.8 cu. ft. of load space for easy handling of



New Ford P-350 Parcel Delivery Chassis gives you more than double the load space of conventional light duty panels. Takes 7-to 11½-ft. bodies with up to 400 cu. ft. capacity. Comes with complete front end or as stripped chassis.

bulky items. Floor is solid plywood, impregnated for longer life and protected by steel skid strips. Body is sealed tight at joints of wheelhouse strips and side panels against dust, fumes and moisture... for the utmost in load protection. Stronger rear doors of heavygage steel construction open fully or hold firmly at 90° open for easier loading.

You get a choice of two beautiful body types -the F-100 Panel

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or the F-100 Panel Deluxe (shown) with 17 "customized" extras. Your choice, too, of V-8 or Six and five transmissions—including Overdrive and Fordomatic . . . the widest choice in the field.

For downright utility, sleek looks and the savings that come from rock-bottom running costs, you can't beat the all-new Ford F-100 Panel!

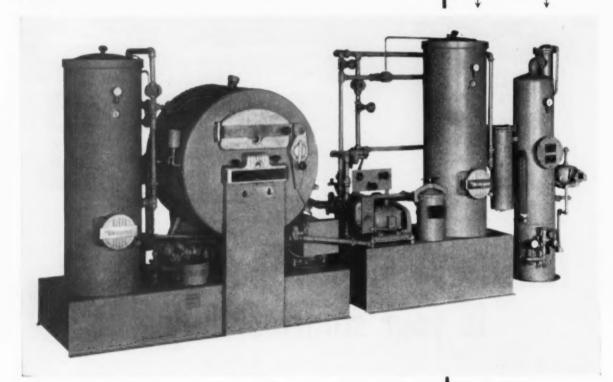
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TWO-BATH METHOD

No transfer of fabrics

Filter-Rinse Tank, and / or Still, may be piped to any size or model Mercury Unit now in use.



Highly successful Two-Bath operation has been used by hundreds of Mercury owners through use of 2 or more Mercury washer-extractors; with manual transfer from 4% unit to washer-extractor holding only clear rinse solvent.

It is NOW possible to achieve this result with NO TRANSFER of FABRICS using ONE Mercury washer-extractor and the rinse-bath tank and filter shown above, at right. After normal cycle with 4% SSS in washer-extractor, clear solvent is pumped into and out of the washer-extractor housing from the rinse tank shown above, at right.

Complete cycle of 4% SSS operation, and rinse bath, is from 30 to 40 minutes per load. The 50 GHP Still at far right (optional), is for clarification of rinse solvent only. Total floor space required: 3 ft. x 12 ft., with Still.

Pictured above is Mercury 48 - lb. washer - extractor with filter-rinse bath and 50 GPH Still. For use with 140° F. or Stoddard selvent.

Also available in 36-lb.



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The closets of America bulge with apparel that can and should be dyed. Faded colors, out-of-style shades, uncleanable spots may be made wearable again. Uniforms, shag and room-sized rugs, drapes, dresses, shorties and coats can present a bright new and colorful face to the world when expertly dyed.

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When you promote dveing you offer your

customers a service that returns you a high degree of profit. You help your customer salvage apparel or furnishings she might otherwise have to replace at high cost. You perform a needed, wanted function that is an inseparable part of the cleaning AND dyeing industry.

For quality work and dependability of service, call on the advice and help of your member of the Garment Dyers Guild of America where you will benefit from the latest in techniques and abilities.

PROMOTION This unique card serves as a hanger card, bundle insert, bundle tip-on, envelope enclosure or pocket stuffer. A supply for you is available from your member of the Guild. Ask him.





GARMENT DYERS GUILD OF AMERICA

Executive Offices,

Room 710, 520 N. Michigan Ave., Chicago 11, III.



DEMONSTRATION BY OWNER Vern Scheller of how every garment is steamed before completely dry, then stretched on press to remove dye wrinkles and restore original size



ALL COATS and wool dresses are steamed on steam form at dyehouse

How To Finish Dyework

Dyer points up importance of finishing job by training customers' employees

ADJOINING HIS DYEHOUSE at Salt Lake Cleaners and Dyers, owner Vern Scheller has a training room fully equipped with two utility presses, a steam form, a set of puff irons and a wrapping table.

This room is used for training finishers from plants which send their dyework to the Salt Lake City firm. Mr. Scheller prefers to have finishers take two days of this training, which is given free, but believes that even one day is better than no training at all.

When dyework is sent back from the dyehouse to its originating plant, it is the job of the finisher at that plant to condition the garments. It is Mr. Scheller's belief that in order to properly finish and stretch a dyed garment, the finisher must know what was done to it in the way of finishing and stretching at the dyehouse.

When a finisher from a customer plant comes for training, the first thing he is shown is the procedure at Salt Lake Cleaners. He is taught exactly what is done there with every type of dyed garment, drapes, yard goods and other items.



DIFFERENCE BETWEEN finished dyed garment that has had water-repellent treatment and one without is explained by Mr. Scheller to trained finisher from customer plant

Procedure at Dyehouse

After the garment has been dyed and before it is completely dried, the wrinkles are steamed out. The garment is then allowed to dry thoroughly. After that it is drycleaned, then stretched.

All trousers are stretched on a pants stretcher. All coats and wool dresses are steamed on a long form. Most jackets and shirts are steamed on the buck of the press. While a garment is being steamed, it is stretched to remove the wrinkles and to partially restore it to its original measurements.

The finisher under training is next given for finishing a dyed garment that has come direct from the drying rack and a second similar garment that has been given a water-repellent treatment. In this way he can observe the difference in the job he is able to do; the dyed garment that has been sized takes a much better finish because of the body. The finisher is told to advise his plant's counter girls about the effect of sizing and ask them always to suggest a water-repellent treatment

which drying cabinet

is best for your plant?

Your drying cabinet selection will depend on the job to be done.

But regardless of type, you should select a HOPKINS. Drying cabinets made by HOPKINS combine more features and more exclusive features, for the money than any other kind.

Cabinets for every use, in any plant, in any size are included in the HOPKINS line. More HOPKINS drying cabinets have been sold than all other makes combined.

See your nearest equipment jobber or send the coupon for more complete information on the cabinets in which you are interested.

Hopkins

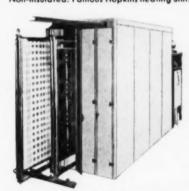
Drymaster Cabinet Exclusive "up-draft"

Heatmaster unit, and double steel wall with triple "aircel" insulation between.

Also available with sliding doors.



Hopkins Red Line Cabinet. Quality features at a low price. Non-insulated. Famous Hopkins heating unit.



Hopkins Drymaster Cabinet, combined with Squareway Curtain and Blanket Stretchers.

HOPKINS EQUIPMENT CO. Hatfield, Pa.

Please send me information and prices on the Hopkins line of drying cabinets.

COMPANY....

YOUR JOBBER

for a dyed garment. It costs a little more but guarantees a better finished job.

Final Finishing at Cleaning Plant

The visiting finisher is next taught how to handle the dyed garment when it is received at the plant. First, he checks the measurements with those taken when the garment was received. If little or no stretching is necessary beyond the stretching that was done at the dye house, the finishing follows the general technique for any wetcleaned garment.

If the garment has persistent dye wrinkles which were not steamed out at the dye house, the finisher must first give the garment a thorough steaming, stretching while he is steaming, then press the garment or brush it on a steam form, then hang it. At the dye house the garment is hung in a steam room. The finisher is taught, however, that almost as good results can be obtained if these garments are hung at any spot in the plant where there is constant steam escaping into the air.

After the finished garment has hung in the steam room at the dyehouse for two hours or around a steam vent for a day, it is again restretched and allowed to

hang

Sometimes it may take as many as three finishings to properly turn out a stubborn case. However, only two or three percent of the garments will require such refinishing.

"After a finisher has been trained at our dyehouse," Mr. Scheller says, "we ask him to call us on the phone on any stubborn case, such as wrinkles that cannot be

removed or a garment which will not retain the stretch. We even pay for long-distance calls within a radius of 100 miles. This is an unimportant cost item as we don't average one such call a week.

"Planting the idea with the finisher that he can call us without cost at any time on any problem developing from one of our dye jobs has a way of eliminating the problem. Knowing that if he can't do the job we'll either tell him how or send someone out to do it for him gives the finisher confidence and also challenges his ability as a finisher. So he does the job right in the first place, without having to call us. At least, that has been our experience."

Vern Scheller, who probably has had as much experience handling dyework as any operator in the country, has one important suggestion to make to drycleaners about the finishing of dyework. That suggestion is:

"Select the best finisher you have in the plant. Arrange that he knows exactly what is done to that garment at the dyehouse before it is returned to his department to be finished. The rest is easy. If he is a good finisher, he will know how to handle dyework just as he knows how to handle all types of finishing."

Mr. Scheller also points out that dve business can be used as a door opener to bring new customers to the plant with regular cleaning. When a cleaner delivers a good dve job, beautifully finished, the customer is going to bring that garment back whenever it needs to be cleaned. Especially if the counter girl is taught to tell the customer that the plant's finisher is trained to handle dved garments and that it will pay her to bring the garment back for the best wear and the best finish. # #





Dry WATER REPELLENT

For use on All fabrics and with All dry solvents

- Use at the ratio of 1 gallon of **DUBL-DUX** to 20 gallons of any dry solvent.
- A **DUBL-DUX** Repellent Bath remains completely soluble, without agitation, at any temperature above 45° F.
- Can be used over and over again without loss of its concentration.
- 100 per cent soluble.

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1996 PRANKIN 192 - PERSON V. BIGHIOAN A LEASE COME TO SEE



Iowa Clinic at Carroll

by PHIL GREENE

TRADITION WAS UPHELD when the Iowa State Cleaners Association selected one of the hottest Sundays of the year, July 19, for its summer clinic. Nevertheless, an excellent turnout of 125 cleaners, wives and allied tradesmen gathered from all over the state for the one-day meeting at Carroll.

The morning sessions were held at the plant of Harry Smith's H. R. Cleaners. L. M. Bathrick of Pantex Manufacturing Corporation demonstrated his firm's new hydraulic press and outlined the development of

hydro-air pressing.

Ernie Heidersbach of R. R. Street & Company Inc. followed up with an explanation of "Two-Bath Cleaning With Conductivity Control." With various props and a model of Street's conductivity control system, he showed how an exact percentage of moisture in the solvent may be maintained.

The group then adjourned for a refreshment session and dinner at the Burke Hotel. Oscar Nielsen of Aurora. Nebraska, past president of the Nebraska Cleaners Association, provided the first of two afternoon addresses with a cleverly dramatized speech on "Wine, Women and Cleaners." The comment on wine and women was strictly humorous, but what he had to say about cleaners was right down the middle.

Cleaners haven't done the selling job that should have been done, he said, citing consumer ignorance of the cleaning process as a major restriction on industry growth. Seventy-five percent of the customers have never been inside a finishing room. If customers could see for themselves the equipment and investment that their cleaners have made, a lot of misconceptions might be cleared up. To make plants attractive inside as well as out, Mr. Nielsen urged fresh painting, proper lighting, better floors, good housekeeping and, above all, air conditioning. He closed with a plea for cost reduction through intelligent cooperation, local and state association meetings, and by using NID services,

Final speaker was P. C. McCutcheon of Dow Chemical Company, who discussed "Factors in the Growth of the Synthetic Drycleaning Industry." Mr. McCutcheon offered a number of interesting figures on how drycleaning has grown, and how synthetic solvent has met the requirements of this expanding industry. Dollar volume has grown from zero in 1845, when the first cleaning plant opened, to 1½ billion now. The increase in synthetic plants has been just as remarkable, but more recent. From 1930, when there were 25, the total has now reached about 12,500, with as many as 24,000 estimated for 1958. ##



MORNING MEETING at H. R. Cleaners included addresses by L. M. Bathrick (at microphone) on hydro-air finishing, and Ernie Heidersbach, who used conductivity model in right foreground

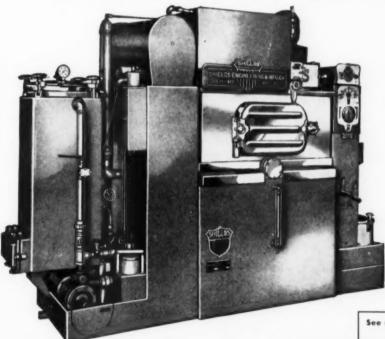
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Combination and interference are vital to good polo—and to the drycleaner. In the case of the drycleaner, the winning combination is provided by Stod-Sol, the nation's leading drycleaning solvent, and Stod-Sol "Test Bundle" Service. This service runs valuable interference against "special attention" garments of every condition. Get complete information about both the product and the service, from your nearest Stod-Sol distributor.



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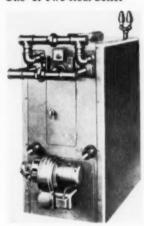
Longer Twist-Ems

Twist-Em Hanger Ties, originally produced only in the 4-inch and 7-inch lengths for combining drycleaning orders, are now available in 12-inch and 16-inch lengths, it is announced by Ross H. Gast of Germain's Twist-Ems Division. Mr. Gast states that the longer lengths were requested laundries for bundling finished orders of socks and handkerchiefs.

The new sizes are laminated with stainproof glue and the inks used are especially prepared for the drycleaning and laundry industries.

Samples of the new sizes may be obtained by writing to Mr. Gast care of Germain's Twist-Ems Division, 747 Terminal St., Los Angeles 21, Cal.

One- or Two-Heat Boiler



A new indirect water heater capable of delivering volumes of hot water at required temperature or two given temperatures has been announced by Bryan Steam Corporation, Peru, Ind. Among applications for the new heater is its use for quickservice and shirt laundries.

The heater has a nest of removable copper tubes for primary heating, positioned di-rectly over the flame, which is fed by either gas or oil. The heated water rises in the boiler where a copper-tube heat exchanger carries the secondary flow for heating to the lower of the two temperatures. For most applications circulation is

through the exchanger to a storage tank.

When a second and higher temperature is required the water is recirculated through a second heat exchanger that boosts the water to the required temperature.

One of the principal advantages claimed for the new Bryan is that the direct heating is in a closed circuit. Water, once introduced, is circulated and recirculated through tubes and boiler, eliminating problems from scale and other deposits. Fresh water supplies are introduced only in the secondary heat-exchanger coils which are exposed to no temperature higher than that of the water in the boiler.

The heater is made in eight sizes with Btu outputs of 140,-000 to 1,600,000. In gallon per hour capacities are from 268 to 3,020 with a 60° temperature rise, from 112 to 1,300 for a 140° rise.

New Pennsalt Detergent

The Dry Cleaning and Laundry Department of the Pennsylvania Salt Manufactur-ing Co, has introduced a new detergent, Pennsalt Power-Pak, which it claims gives unusually high moisture control in drycleaning charge systems.

Developed in Pennsalt's Whitemarsh Research Laboratories, Power-Pak has been given long-term field testing under virtually every possible use condition, the company reports. It is described as a new type of detergent formulation designed specifically for use in strong soap or supercharged drycleaning systems, using either petroleum or synthetic solvents.

According to Pennsalt, Power-Pak actually breaks down and disperses moisture throughout the system, thus permitting the use of larger amounts of moisture and so increasing the removal of watersoluble stains in the washer. The control of the moisture also eliminates shripkage, breaking or water stain, even when the moisture content is increased. the company states. It is further claimed that Power-Pak materially reduces problems of distillation and filtering.

Power-Pak can be used

cleaned and rinsed in the same solvent, or in supercharged systems (3 to 5 percent) in which the clothes are cleaned and then rinsed in clean solvent. It can also be used in a semi-charge operation in much the same way as conventional drycleaning detergents.

The new detergent is also said to rinse fast and free in either petroleum or synthetic solvents. It is light in color, causing a minimum discoloration of the solvents, thus making fugitive dyes readily apparent in the charged solvent.

To make it easier to use the correct percentages Pennsalt is supplying, without cost, a simplified but accurate testing kit at the time of installing the system. Field service technicians are available in every location for the installation, Pennsalt announces.

Information on Power-Pak and instructions for its use may be obtained by writing to the Dry Cleaning Department, Pennsalt Chemicals, 1000 Widener Bldg., Philadelphia 7, Pa.

Scale Built in Cart



Wiley P. McGinty, sales manager of Southern Mills, Atlanta, Ga., has announced the new Scale-Kart for drycleaners. Designed to help drycleaners use the right amount of detergent for the size of the load, Scale-Kart is a convenient cart on wheels with a built-in Borg scale guaranteed accurate within 12 of 1 percent.

The wide use of the strongsoap method has, the announcement points out, created a great need for a convenient device to eliminate guessing at the weight of the load, which either in a dilute system (1/2 to the Scale-Kart is intended to

I percent) in which clothes are fill. It is manufactured by Blair-Hunt Company, and distributed to jobbers by Southern

> New Features for Small Multi-Clean



Multi-Clean's Model MCV-205B. Upper left: Closeup of electronic shutoff. Upper right: Closeup of stabilized motor brush assembly

Multi-Clean Products. Inc., has announced that two features previously found only on its larger industrial vacuum cleaners are now included as standard equipment on the lightweight model MCV-205B with redesigned 5-gallon tank.

The first is an electronic motor shutoff which prevents water from entering the vacuum blower and motor even though the user fails to empty the collection tank when it has filled. Two electrodes are mounted just below the blower intake. As little as a single drop of water crossing them will open the motor circuit and stop the machine. The motor will not start again until the tank has been emptied and the electrodes dried, the filter drained and the motor switch turned off and back on.

The other feature is a new brush assembly design that holds brushes at right angles to the motor armature, thus causing them to wear evenly and increasing their operating life. When brushes are worn down to the point that they are no longer safe to use without damaging the armature, they cease to make contact and must be replaced before the machine will operate.

For further details write



ent (DC Filtrol); 2. Periodic distillation: or. 3. Combined distillation; or, 3. Combined use of adsorbent and periodic distillation. In our opinion the combined use of adsorbent powder and periodic distillation is the best purification method. It allows uniform results through continuous impurity removal by adsorption plus flexibility through periodic complete impurity removal by distillation.

CHARGED SYSTEM OPERATIONS

During the past two years many drycleaners have used detergent formulations in charged system operations with varying degrees of success. The success achieved is a direct reflection of the degree of control the user exercises over his process. That is, maintaining detergent concentration within close limits, controlling soluble contaminants buildup, using moisture carefully and following good filtration practices.

NO-RINSE PROCESSES

Because it may be used in existing equipment, most cleaners initially choose a "No-rinse" process. Today, no-rinse processes make use of detergent concentrations from 1/2% up to 4%. This trend to higher detergent concentrations is accompanied by increased tendency for the buildup of soluble contaminants in the solvent. Therefore, in order to maintain highest quality work, it is necessary that rigid control be maintained over solvent impurities.

SOLUBLE CONTAMINANTS

The soluble contaminants that build up in the solvent under the conditions of the charged system operation are the same as those with which we are already familiar—fatty acids, color, co-solvents, odor bodies, etc. However, the build up is at a higher rate than previously. In order that these harmful impurities do not accumulate to any great degree, some method of continuous purification is required, such as: 1. Use of an adsorb-

DC-FILTROL CONDITIONS SOLVENTS

You should use DC Filtrol in your process to see the difference clean solvent makes in your cleaning. If you are operating on any one of the variations of the charged system processes, DC Filtrol has its place.

In the no-rinse process, use DC Filtrol on every load in the ratio of 1# per 50# garments. You will find your solvent-detergent solution surprisingly clear and sparkling. Gone are the fugitive dyestuffs and other impurities that cause greying, odors, or other difficulties.

In the two bath process, use DC Filtrol in the rinse filter, for precoating and with each load. Daily treatment with DC Filtrol in the strong soap filter will keep color buildup at a

In any process, DC Filtrol proves its value by conditioning your solvent continuously and effectively so that it can per-form its function more efficiently. Don't delay.

Ask your distributor for DC Filtrol-Today.



Multi-Clean Products, Inc., from Pantex Manufacturing 2277 Ford Parkway, St. Paul 1. Corporation, Pawtucket, R. I. Minn.

Christmas Bag Designs

New designs on holidaygreeting garment bags have been released by the Rassenfoss Bag Company. This year's line includes six designs, each in two colors and in a choice of three different papers. All designs are available in 36-inch and 54-inch bags.

For further information write to Rassenfoss Bag Company, Glenview, Ill.

Pantex Press Bulletin

A six-page, three-color bulletin just released by Pantex Manufacturing Corporation features the application of hydraulic power to its air-powered drycleaning presses.

The booklet explains in non-technical terms the actual engineering of the Pantex Hydro-Air Power Unit, its origin, development and application. It includes a page illustrating a full line of buck sizes and

Copies may be obtained

New Water Repellent

A new renewable-type water repellent, called "Arcopel W-18," has been announced by the American Resinous Chemicals Corporation, Peabody, Mass.

The product, it is stated. be applied by drycleaners and laundries as well as in fabric manufacture. A high degree of repellency is claimed.

Temperature Regulators

Farris Stacon Corporation has announced two additions to its line of self-operating temperature regulators. They are Type V1000 direct acting, for heating applications, and VR-1000 reverse acting, for cooling,

According to the manufacturer, built - in self - cleaning steam strainers protect the vital parts of both the pilot and main valves and make it unnecessary to install a separate strainer in the piping system. A small, compact thermal system, liquid-filled, is easily replaced without removing the regulator

Sizes range from 2 to 4 inches and the regulator is useful for controlling temperatures from 25° to 275° F through a 50°F range. Maximum pressure limit is 125 psig. The body is east iron with 125 or 250 ASA flanged connections. A thermal system, consisting of 8 feet of nickel-plated copper capillary

and bulb, is supplied as standard. For complete information write for Bulletin ST-162 to Farris Stacon Corporation, 585 Commercial Ave., Palisades Park, N. L.

Blower Catalog

Billmyre Division, Lamson Corporation, Syracuse, N. Y., has published Bulletin B-6, a 32-page catalog which gives information on the firm's centrifugal blowers and exhausters for air or gas handling. Typical applications of Billmyre blowers are illustrated and described. Technical data is included on agitation of liquids, air for combustion, vacuum cleaning, pneumatic conveying and other applications, together with engineering laws for blower applications and pertinent tables.

Copies of Bulletin B-6 are available on request to the manufacturer.

New Hild Circular

A new circular has been issued describing the Hild Wetor-Dry Vacuums, Models 115 and 155. The circular includes a diagram explaining the principle of the Hild by-pass motor, as well as 15 pictures showing applications for Hild vacuums. Complete descriptions and specifications are given for both models.

Copies of the circular may be obtained by writing to Hild Floor Machine Company, 740 W. Washington Blvd., Chicago 6. III.

New Diamond Digest

A discussion of pH and titration control is the subject of the July-August-September issue of the Diamond Washroom Digest. The quarterly booklet is a pocket-size technical bulletin in simple language, featuring topics of special interest to persons concerned with washroom efficiency and economy.

Free copies of the current issue may be obtained by writing to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio, requesting Vol. 1. No. 4 of the Diamond Washroom Digest.

Hoffman Cleaners' Guide

A Reference Guide to Your New Drycleaning Busi-ness" is the title of a new booklet published by the U.S. Hoffman Machinery Corporation to help the plantowner overcome the common pitfalls of plant location and organization.

The 32-page booklet is designed as a management map or direction finder rather than a manual of drycleaning plant operation. It is divided into four sections which cover plant location, design and equipment of stores, plant operations and customer relations.

For a free copy of this helpful guide write to the U. Hoffman Machinery Corporation, 105 Fourth Ave... York 3, N. Y.

Excelsior Instruction Book

Excelsion Machinery Company has announced publication of a new 8-page booklet, entitled "How To Get the Best Results From Your Excelsion One-Operator Silk Finishing System." In the future, the booklet will be issued with every new installation to insure maximum efficiency of the equipment from the first day's use.

The booklet, attractively 15-Year Pin for Roude designed in red and black, includes a personal message from B. Caplan, president of Excelsior. It contains complete information on proper padding of the Excelsior offset buck, proper use of the water spray to remove hard wrinkles, use of bottom steam on the Excelsior offset press, and many other recommendations for max imum operating efficiency

Copies of the booklet can be obtained by writing to Excelsior Machinery Company, 1454 Randolph St., Detroit 26,

MKayO Boiler Bulletin

The publication of a new MKavO Bulletin has been announced by Mears-Kane-Ofeldt, Inc., Division of S. T. Johnson Company. Church Road. Bridgeport, Pa. The bulletin deand illustrates the MKayO Steam Boiler for oil or combination oil and gas firing. It includes general specifications and standard and special construction details.

Copies of the bulletin may be obtained without charge by writing directly to the manu-



ALBERT ROUDE

Company of Dayton, Ohio, has awarded a 15-year service pin

to Albert Roude, senior service

technician for metropolitan

New York, New Jersey and

eastern Pennsylvania. Working

with him in this area are Bob

R. Young, sales manager of the

Buckeye Drycleaning Division,

noted that the recent growth

of charge systems has required

In making the award John

services of well-trained

Masters and Leonard Roude.

Davies-Young Soap

The

cleaners in setting up such installations

Mrs. Miller Retires

Miller Machinery and Supply Company, Jacksonville, Fla., has announced the resignation of its secretary-treasurer, Mrs. L. G. Miller, who has been connected with the firm for many years. To her many friends in the industry, Mrs. Miller will be at home at Aladdin Farm, Route 6, Box 95-M, lacksonville 7. Fla.

company technicians to guide

drycleaners in the installation

and use of the systems, Mr.

Roude, he pointed out, is ex-

ceptionally well qualified to aid

Hydra-Matic Transmission

A talk recently delivered at meeting of the Society of Automotive Engineers by W. W. Edwards, supervisor of truck technical service for the GMC Truck and Coach Division of General Motors Corporation, was devoted to Hydra-Matic transmission in truck operations.

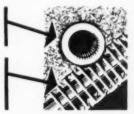
The Hydra-Matic transmission has been used as standard equipment in a GMC package delivery truck, model PM150.



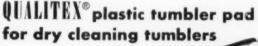
The press pad that is engineered to THE PAD WITH LONGER LIFE deliver better pressing at low padding cost. Guaranteed for 4 months.

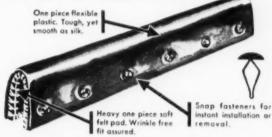
METAL EYELETS in the napped cover allow wire (furnished) to be laced tightly, thus preventing pad shifting and resultant pad damage.

METAL RODS are incorporated along both sides of the pad insuring an even pull along the entire surface and sides eliminating scallops. Quick vacuum and steam action is assured.



THE QUALITEX LINE IS SOLD BY LEADING DISTRIBUTORS EVERYWHERE







QUALITEX® press machine cover for dry cleaning presses made of Ashestall

FILTER BAGS

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags

sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

SOLD THROUGH DISTRIBUTORS ONLY



5760 W. Grand Avenue, Chicago 39, Illinois



for about a year, and is now available as an option in additional models.

Mr. Edwards pointed out two types of advantages in automatic transmission, dealing with the human element and the maintenance element. With Hydra-Matic transmission, he said, any truck driver can be a good driver, because guesswork in selecting proper gear ratios and operation of the clutch are eliminated.

Maintenance needs are lessened, Mr. Edwards declared because friction clutches need no longer be considered, and every component of the transmission is constantly flooded with oil. The company is now operating two mobile Hydra-Matic training units which tour the country training mechanics on Hydra-Matic maintenance.

Sec Staff Changes

The Sec-o-matic Corporation, Bloomfield, N. L. has announced that Robert Glenn has replaced M. Mullen as Boston sales representative, with headquarters at 25 Park Drive, Boston, Mass.

Philadelphia area for Sec-o- where he has represented the

matic from offices at Suite 905, Bellevue Court Bldg., 1418 Walnut St.

Drew Names Rollinson



EARLE ROLLINSON

E. F. Drew & Co., Inc., New York City, has named Earle Rollinson regional manager of its Chemical Specialties Division. Mr. Rollinson will supervise Drew sales and service activities for drycleaning products Mr. Mullen will manage the in the Middle Atlantic states,

company for the past two years.

Mr. Rollinson is a graduate of Hobart College, Before joining Drew, he devoted 15 years to the textile industry as a chemist and designer, and for 10 years operated his own drycleaning plant.

New Pennsalt Plant

The new \$8,000,000 electrolytic chlorine and caustic soda plant at the Calvert City. Ky., works of the Pennsylvania Salt Manufacturing Co. is now in production, it has been announced. Pennsalt operators predict the new plant, the largest privately financed installation of its kind in America, will be up to maximum capacity production in a short time.

Ground was broken for the new plant in February, 1952. In addition to the various production units, the installation includes a storehouse, administration building and laboratory, a maintenance shop, and other service buildings. A multiplecell dock was constructed on the Tennessee River to serve the plant for barge shipments. Railroad spurs were constructed connecting the plant with the Illinois Central Railroad.

The Calvert City plant is the largest single expansion project undertaken by Pennsalt and is part of a \$12,000,000 program which also includes construction of a new synthetic ammonia unit at the company's Wyandotte, Mich., works.

Plant Superintendent Named



JOHN C WAISH

E. W. Vickery, general manager of the Syracuse, N. Y., plants of the U.S. Hoffman Machinery Corporation, has appointed John C. Walsh to the post of superintendent of both the Lamson St. and Greenway Ave. plants in that city.

Mr. Walsh holds an engineering degree from Cornell University. He was previously associated with the Diemolding Corporation, General Motors, Plomb Tool, and the Cherry Burrell Corporation.

Great Lakes Elects Brown

Manly B. Brown has been elected vice president in charge of marketing of Great Lakes Carbon Corporation, New York City, it has been announced by George Skakel, Jr., president. Mr. Brown will have his headquarters in the firm's Chicago

Mr. Brown was previously with Republic Steel Corporation for 17 years, during the last 13 of which he was sales manager of the pipe division. In his new position he will provide Great Lakes Carbon Corporation's six product divisions assistance in the field of marketing, including the development of marketing plans, sales organization and marketing pro-

Herman Body Names Courtney



LESTER H. COURTNEY

The Herman Body Company, St. Louis, Mo., has announced the appointment of Lester H. Courtney as general manager. He succeeds Herman Plew, who retired from active participation in the company in June, 1953.

The Herman Body Company was founded in 1926 for manufacture of truck bodies. In 1952 it was purchased by the Jerry O'Mahony

. J., making available the Elizabeth plant for the manufacture and assembly of Herman bodies to serve the Eastern University.

markets.
Mr. Courtney has been with the Herman Body Company since 1937. In announcing the appointment, Louis F. Camardella, president of the Jerry O'Mahony Company, called attention to his engineering accomplishments in the industry

Diamond Appoints Egolf

Diamond Alkali Company. Cleveland, has announced the appointment of Charles P. Egolf III as sales and service representative for the state of Florida. He succeeds Frank V. Allen, who now is associated with the Riverside Laundry of Miami

Mr. Egolf was previously employed as a research chemist by several well-known chemical companies. A native of Penn-sylvania, he served with the U. S. Marine Corps, starting as a private and ending six years of service with the rank of captain. He then attended West Virginia Weslevan College, from which he was graduated

Company, Inc., of Elizabeth, cum laude with a B. S. degree in chemistry, and then took courses in the Graduate School of Chemistry at Florida State

Street's Instructions For Two-Bath Method

Operational directions which formerly would have been considered radical are now accepted as normal procedure in the two-bath method, according to a release from R. R. Street & Co. Inc. The company gives these directions:

Charge the filter system with raw water before starting the cleaning; introduce this raw water into the suction side of the filter pump; use the same formula for all fabric classifications: ignore relative humidity prior to and during cleaning

Extensive commercial use in many large and small petroleum and synthetic plants, Street's states, has caused the control of conductivity to be recognized as the "missing link" in the two-bath method. "missing

According to Street's, its conductivity control may be used under varying conditions in all types of plants. However, maximum benefits will be real-





Designed especially for wet-work handling, only this Lane Style 69W Washroom truck incorporates all these quality features for long, dependable service at very low cost:

- · Waterproof, mildew-resistant body of heavy Lane-woven duck-impregnated with vinyl plastic, stitched with Nylon.
- Light-weight, extra-strong, non-rusting frame.
- · Convenient, easily-controlled, flexible drain.
- · Over-size casters for easy handling of load.

STANDARD SIZES AVAILABLE

No.	Long	Wide	Deep	Total Height
21/2	24"	15"	15"	30"
3	24"	18"	16"	30"
4	30"	18"	16"	30"

Lane canvas baskets, hampers, and trucks are built to take it, built to last! There are many canvas baskets, but there's only one Lane. Always look for the LANE mark to be sure! See your distributor or write . . .





112



W. T. LANE & BROS., INC., Poughkeepsie, New York

to employ the two-bath method providing for higher conceneven the slightest interchange of 4 percent solution and rinse solvent, maintain nearly con-search foundation. stant 4 percent solution of the

The unit consists of three principal components: elec- Inc., 561 W. Monroe St., Chitrode assembly, Solubridge con- cago 6, Ill.

ized when the plant is equipped troller and automatic water dispenser. The electrode assembly is the heart of the trations of soap and superior Conductivity Unit, and was rinsing; arrange piping to avoid perfected by Street's research staff in conjunction with an internationally recognized re-

Street's invites all plantproper type detergent; observe owners interested in this latest Street's instructions for proper development to contact any of installation of its Automatic its 42 field technicians, or to Conductivity Control Unit. write directly on their own letwrite directly on their own letterhead to R. R. Street & Co.

Valeteria Passes Two-Year Test



success of Valeteria installa- problems. tions, according to a report by ter of fast turnover and quality production, Hoffman states.

and-locker combination run Macy's department store two from a central switchboard in months ago for employees' use, the drycleaning plant, has been and has already served more installed so far in department than 25 percent of the store's stores, railroad terminals, office 8,000 employees. Charles also buildings, supermarkets, park- recently opened a 48-locker ing garages and on college Valeteria in New York's Grand campuses. Results have been Central Terminal, and handled it plans to open 15 new major week. markets within the next six

Location is the most im- store system while eliminating portant single factor in the its management and personnel

Reporting on specific instal-U. S. Hoffman Machinery Cor- lations, Hoffman cites Sunnyporation on its coin-operated mead, Inc., in Cleveland, which vending machine after its first installed a 16-locker Valeteria two years of operation. It must in Higbee's department store be convenient to its market, two years ago, and had to in-From there, it's simply a mat-crease it to 32 lockers to handle \$800 monthly volume. Charles Valet Service, Inc., New York, Valeteria, the telephone-opened a 56-locker unit in so good, Hoffman reports, that \$350 worth of business the first

College and supermarket units have also proved profit-Drycleaning plant operators able. According to Hoffman. who have tested Valeteria, ac- supermarkets alone provide an cording to U. S. Hoffman, find almost endless source of good it the most economical way to locations. Other locations sugincrease local market coverage, gested for vending-machine especially in locations where a merchandising of drycleaning store could not be operated are subway stations, parking profitably. Also, it gives the lots, office buildings, apartment sales advantages of a multi-houses and factories.

LCATA Committee Assigns AIL Exhibit Space



DRAWING FOR BOOTH assignments, left to right, seated: Elaine J. Federico, LCATA staff accountant; Rodger R. Jackson, managing director; W. B. Appleby, chairman, Space Assignment Committee. Standing: Albert G. Earle, assistant managing director; J. R. Conley, committee member

ment Committee meeting held priority shown on telegrams in New York on July 13, it was from prospective exhibitors. announced that about 135 ex-9-11. Space drawings were plies.

Following the Space Assign- made on the basis of time

The Committe expects hibitors had already taken dis-complete sellout of display play booths at the AIL annual space, with exhibits covering convention and exhibit to be everything new in laundry and held in Los Angeles on October drycleaning equipment and sup-

Behrstock Reports on Grid Plate Tests

plates and liners was recently Behrstock reports, no measurrun by L. Behrstock Company, able difference in temperature Chicago, Ill., manufacturer of could be found in any one area. the Gross Star aluminum grid

ditions indicated that the Gross without a liner as with one, marks to a minimum.

A series of tests of grid With or without the liner, Mr.

Mr. Behrstock attributes the results shown by the tests to According to Alfred Behr- wide spacing of vents in the stock, head of the company, Gross Star plate. This, he states, experiments duplicating plant helps create an even distribuoperation under laboratory con-tion of effective heat and better control of steam, which in turn Star plate operates as effectively reduces the chance of water



International trucks, Chicago area.

The important role of trucks

like in the Pullman firm's neverthis model L-182 equipped with ceasing project of supplying van body, transport an average clean linens for its 50,000 of 100,000 pieces of linens each nightly travelers is outlined in day from the Pullman Com- a story in the July 1953 issue pany's Chicago laundry to 14 of International Trail, publicarailroad passenger yards in the tion of International Harvester

NU-WEIGH BASKE

Floating type basket keeps load balanced at all x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. times. Trouble free, clear vision, hanging scale Weights and Measures, Ideal basket for selling service by frame with 3" ball bearing casters. approved by Department of

your jobber cannot supply you,

write us direct.

Our Complete Display-Space 315-316 A.I.L., Los Angeles, Oct. 9, 10, 11 See



18" x 32" heavy gauge steel wire bas-th removable plastic liner. Capacity 60 and basket mounted on steel carriage

-WEIGH BASKE

and Laundry Loads.

For weighing and

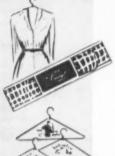
International Hauls Pullman's Linens

Company.

In contrast to its original

Weight-Guessing with these





New self sealing Dress Bands. Dresses look like new when de-livered with a "Paulin Dress Band" around the waist. Neater, more slender look with the added plus of your name on the buckle. Choice of colors.

SELF-SEALING HANGERS

No messy glue, adhesive sticks without dampening. Paulin hanger covers are whiter, stronger, tighter, faster, neater and CHEAPER. Your choice of message, color.

ROLL-O-TROUSER GUARDS®

Fit any type wire hanger. Easy to slip on. Will stay on. Tubular design completely surrounds hanger cross bar, thereby providing greater added strength. Quickly applied and forms a permanent and rigid support for trousers.

TROUSER SADDLES

Because of its "U" shape and extra depth, this guard will not tip or fall off the hanger even when garments are packed closely together on the cleaner's racks.

PRODUCTS CO.

TAKE A TIP FROM THE LEADERS

INSTALL VIKING DRY CLEANING

Fig. 53-V-Belt Drive Unit [Furnished With Beltguard Not illustrated1



The use of Viking Rotary Pumps by many of the leaders in the Dry Cleaning field is your assurance of dependable, efficient pumping.

REQUIRING:

FOR THE JOB Fast, self priming Smooth, even flow 5 to 300 gpm. sizes

> Handling all types of solvents there you will find Vikings specified and successfully used.



Ask for folder 803Q today and see the line of standard pumps to fit your needs.



PUMP COMPANY Cedar Falls, Iowa

practice of utilizing commercial wide operation.

Trail, dedicated to the wider laundries, Pullman now oper- development of transportation ates its own laundries in Chi- throughout the world, relates cago, New York, Buffalo, Wash- details of the unique operation ington, Miami, Oakland and St. and places particular emphasis Louis. The firm, however, still on the Pullman laundries' dedepends upon some commercial pendence upon truck transporestablishments for assistance in tation. Internationals move the 39 cities strategic to its nation- 130-million-piece-a-year "wash" from laundries to depots.

uted over the roots of all the threads. As a result the bolt is much more elastic and tougher and less apt to

Another method is to turn down the shank of the bolt between the threaded ends, making the unthreaded portion smaller in diameter. The method is good but not always available since many mechanics do not have lathes while they do have threading tools for doing the job shown in Fig. 2.

To Correct Broken Bolt

A bolt that broke at the root of the last thread is shown in Fig. 1. It broke because it was not sufficiently elastic, and the break came at the root because that was the weakest point.

Fig. 2 shows how the fault was remedied-by threading the entire length of the bolt so that the total stretch does not concentrate on a single thread but is distrib-

BREAK FIG. 1 FIG. 2

Heating Excess Air Wastes Fuel

Here is a good rule of thumb for estimating the surplus amount of air that is being used in burning oil:

Subtract the percent of CO2 in the flue gases from 14 and multiply by 2. The result is the approximate number of pounds of air needlessly supplied per pound

For example, if the CO₂ recorder registers 7 percent CO: in the flue gases, the above rule tells us that 14 pounds of air are being needlessly heated to flue gas temperature and the heat is wasted up the chimney.

There is a so-called theoretical minimum of air which cannot be attained in actual practice. In the actual combustion of oil or any other fuel a small additional amount of air is always required to insure complete combustion.

However, many boiler operators are in the costly habit of allowing too much excess air into the furnace. This means you are not getting as high a furnace temperature as you can get when you use the right amount of air, and you have a large volume of hot surplus air passing up the chimney.

One of the best ways to guard against this is to place an indicating CO2 instrument in a position where the fireman can see it at all times. The instrument should be easily seen, easily read and easily understood.

For more accurate computations than afforded by the above rule, the following table can be used:

ercent	CO:	Pounds Surplus Air	
1.4		0	
13		1.14	
12		2.46	
11		4.03	
10		5.90	
9		8.20	
8		11.07	
8		14.76	

Heat wasted up the stack costs just as much as the same amount of heat actually absorbed by the boiler.

Built-in Color for Dynel

The perfection of a method for dyeing dynel fiber has been announced by the Carbide and Carbon Chemical Company. According to Carl A. Setterstrom, general manager of the textile fibers department, dynel will be the first of the new textile fibers to be offered in colored staple. Among the older synthetic fibers, acetate is offered in color by the Celanese Corporation of America under the name of Permacel and by the Tennessee Eastman Company under the name of Chromspun.

Because of the resistance of the fiber-dved dynel to fading, it is expected that it will be used in drapery fabrics. Men's suits with colored dynel will be offered for sale this fall.

Mr. Setterstrom also reported the first pilot-plant pro-

duction of dynel containing a built-in anti-static agent. Because this chemical treatment changes some properties of the fiber, it has been decided to proceed cautiously before offering the product for general sale. It is being tested in blankets, but these and other fabrics made of the anti-static dynel will not be on the market for another year.



owner of the firm is Louis J.

Model Cleaners, Green Bay, Wis., plans to move its 707 Main St. plant to a new build-ing under construction at Chi-cago and Adams Sts. New equipment will be installed

Straka's Dyers and Cleaners, Meier Cleaners, Inc., Muske-218 E. Cass St., Joliet, Ill., has gon, Mich., is building a new opened a branch store in the drive-in at Laketon Ave. and new West Side Shopping Center Barclay St. The firm, headed at Reed St. and Route 52. The by Edward E. Meier, has six Barclay St. The firm, headed by Edward E. Meier, has six outlets in Muskegon and one in Whitehall.

> Frank Merendino, owner of Hannibal (Mo.) Cleaners, be opened a branch in Hull, Ill.

> Mr. and Mrs. Virgil Monteith have installed cleaning equip-



And you can use these companion products profitably, too-

- TANSOL—for Tannin Stains
 - GREENZYME—Digestant
 - IODAZE—for lodine Stains
 - SIZ-IN-Hat Size

GREENVILLE CHEMICAL COMPANY

P. O. Box 1087 Greenville, S. C.

SPOTS DISAPPEAR LIKE MAGIC with SOLVINK



The Guaranteed Spot Remover

Yes, SOLVINK the guaranteed special-purpose spot remover, makes stains disappear faster—for there's nothing to dissolve, no waiting!

You can cut your spotting time in half and realize greater profits with SOLVINK.

Guaranteed safe for finest fabrics and colors when used according to directions. It's the ideal spot remover for ink, blood, rust and paint stains.

Order SOLVINK today on full money-back guarantee. Your jobber has SOLVINK, or write us (Dept. M-93) for free sample.

One-half pint set (two solutions) \$2.25

Also economical pint, quart and gallon sizes.

STOP COSTLY MIX-UPS ON MULTIPLE ORDERS!



Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED

into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are faster and easier to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

GERMAIN'S, INC., TWIST-EMS DIV.

Dept. N-9, Los Angoles 21, California

ST-EMS DIVISIO

Carlisle, Ohio.

Insurance

for Thirty-seven Years "Does your insurance pay you dividends?"

NATIONAL INDEMNITY EXCHANGE NATIONAL FIRE INSURANCE EXCHANGE 3820 Washington Boulevard, St. Louis 8, Missouri

Sowers Cleaners has moved to a new location on Main St., Warsaw, Ill.

The 35th anniversary of the Kabakoff Dry Cleaners Co. in Aurora, Ind., was celebrated recently by Mr. and Mrs. Isa-dore Kabakoff. The company dore Kabakoff. The company Charles E. Hambin has ampleo has a plant on Harrison nounced installation of new Ave., Cincinnati, Ohio, oper-cleaning equipment in his plant ated by Nathan and Jake at 524 E. Wooster St., Bowling Kabakoff, and branches in Green, Ohio. neighboring communities.

Damage estimated at \$50,000 was caused by a fire that destroyed the upper story of Hi-fone Cleaners, 1154 S. Wood-ward, Royal Oak, Mich. The Fone Cleaners, 1154 S. Woodward, Royal Oak, Mich. The owner, D. S. Moffett, believed the fire was caused by ignition of a fumigating fluid.

Lake Dry Cleaners has been opened at 229 Main St., Woodstock, Ill.

Otto Konrath has announced Ill., has been sold by Fra plans to open Star Cleaners at Sandstone, Minn.

Yorkville (Ill.) Cleaners has been opened in the Whalen Bldg. by Mr. and Mrs. Bill Wagner.

Spiffy Cleaners, Kewaunce, Wis., has been taken over and reopened by Nyles Papendieck.

Durbin Dix, owner of Loudonville (Ohio) Dry Cleaning, has taken into partnership Harry Gaddis, an NID graduate.

American Dry Cleaners, owned by Eugene Knight, has moved to a new plant at N. Kinney and E. Broadway, Mt. Pleasant,

ment at Citizen's Cleaners, New Open house was held recently for the newly remodeled plant of Sunnymede Cleaners and Furriers at 1125 Mishawaka Ave., South Bend, Ind.

> Earl and Shirley Davis have taken over operation of Quality Cleaners, 213 S. Third, Greenville, Ill.

> Charles E. Hamblin has announced installation of new

Colonial Cleaners has been opened by Carl Christman, an NID graduate, in the Narmont Bldg., Auburn, Ill.

The plant of Daily Cleaners, 899 Terrace St., Muskegon, Mich., was destroyed by a recent fire which apparently apparently started in an adjoining food store. The owner is Mrs. Marie Kemp.

Grande Cleaners, Libertyville, Ill., has been sold by Frank S.

Peerless Cleaners, S. First St., Marshalltown, Iowa, recently celebrated its 25th anniversary. The business was founded by Joe Elledge, who was joined by his son, James, as a partner in 1946.

Rock Falls (III.) Cleaners has been opened at 323 First Ave., by P. L. Kier and J. P. Tyne.

Kincaid Kleeners has been moved by Bruce Kineaid and his son, Dick Kineaid, to a new location at 6 N. Main St., Ansonia, Ohio.

Reliable Cleaners, Galva, Ill., has been extensively remodeled and redecorated.

James Cully has announced the Don & Dick Cleaners has been change of name of Cudd's opened by Don Wilkerson and Cleaners, Roseville, Ill., to Dick Keller at 204 E. Fourth St., Seymour, Ind.

YOU SAVE WITH QUALITY AND COST



WHEN YOU SPECIFY

FROM YOUR DEALER

canvas baskets, trucks, hampers, extractor covers and bags.

C. R. DANIELS, INC. Daniels, Md.

75 West St., New York 6, N. Y. 549 W. Randolph St., Chicago 6, III.



inger's Dry Cleaners, Center St., South Haven, Mich., has built an addition to his plant for installation of new cleaning equipment.

The plant of O'Dea's Dry Cleaners, Toluca, Ill., was badly damaged and many garments destroyed by a fire of undetermined origin. Owner Twist O'Dea stated the loss was covered by insurance.

Uptown Cleaners and Launderers, Inc., which has a number of outlets in the Milwankee area, has opened a new drive-in in the Bay Shore Shopping Center, Port Was Shorewood, Wis. Washington Rd.,

Chester A. Kerr, retiring after years in the drycleaning industry, has turned over a. p. C. Dry Cleaning Co., 1035 Gallia St., Portsmouth, Ohio, to his daughter, Mrs. Elsie Kerr Oak-

Martin Sholes, owner of Flick- Elwyn's Cleaners, Sparta, Ill., has installed new and larger cleaning equipment.

416 Madison Ave., New York 17, N. Y

Incorporation papers for Ridge Ridgerst, 36016 Center Ridge Rd., Ridgeville Center, Obio, have been filed by John J., Peter F, and Rosealice Pszenit-

W. O. Nixon and Victor Vanderhei, owners of Doering Cleaners, are constructing a storage vault on property ad-joining their main plant at 12215 Western Ave., Blue Island, Ill.

Glotone One-Hour Cleaners and Adelphia Tuxedo Rental Shop have been moved by Antaony and James Manos to a new and larger plant at 12th and Cleveland Ave., North Canton, Ohio,

Modern Cleaners, Farmer City, Ill., has been leased by Everett



tion of a storage vault.

Pride Cleaners-Dyers Ltd. has purchased Commercial Cleaners, 1836 Commercial Dr., Van-couver, B. C. It is being

William Holowka has purchased property on Ninth St. by Fred Sedawie. The business north of 121st Ave., Edmonton, Alta, on which he plans to build a cleaning plant.

A building permit has been is- Cornwall (Ont.) Cleaners Ltd. sued to Andres Dry Cleaners, was practically destroyed by a Nipawin, Sask., for construct recent fire which also swept through an adjacent store

Super Cleaners has been opened Huntingdon (Que.) Dry Cleanat 308 Wellington St., Kingston, ers, owned by David Zabitsky and Eric Brown, has moved to a new plant on Lake St.

> Robert Douglas has been given permission to move his clean-ing plant at Woodstock, Ont., to



. . . that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings - for service, for pride, for profits.

> Write, wire or phone for details and promotional material without obligation

MEMBER GARMENT DYERS GUILD OF AMERICA 818 Dorman Street

Indianapolis 2, Indiana Phone Imperial 3445





Recommends that you Plan Now-

For 1954 FUR STORAGE & FUR CLEANING PROFITS



A Fur Vault such as illustrated will make Extra, Worry-Free Profits for you. This Vault was planned, manufactured and installed by "Reliable" engineers and has returned cost to owner MANY TIMES OVER in a short period. Let "Reliable" do the same for you.

For additional information, and FREE ENGINEERING Services, write to RELIABLE. You will be well rewarded for your foresight.

RELIABLE MACHINE WORKS, INC. 231 EAGLE STREET BROOKLYN 22, N. Y.



THERMOTEX The Miracle Cover Cloth. Outwears—Out-lasts—Outfinishes All Other Press Cover Cloth. Proved Best On Thousands Of Laundry & Dry Cleaning Presses, Outlasting Next Best Cover Order from H. KOHNSTAMM & CO., INC.

83-93 Park Place, New York 7, N. Y. 11-13 E. Illinois St., Chicago 11, III.

plans to install new equipment

Fort Dry Cleaners, owned by Ted Rokosh, has moved to new premises in Fort Qu'Appelle,

John Metz has sold his interest in Presto Certified Dry Clean-ers, 11401 95th St., Edmonton, Alta, His former partner, Theodore Lefebyre, will be sole OWDET.

w quarters on Peel St. He Austin Orendorff has sold his building at 142 Duncan St., Wallaceburg, Ont., and is re-tiring from the drycleaning business.

> Custom Cleaners Ltd., Saskatoon, Sask., has moved to a new plant.

> Eldon Ferguson has opened the new drive-in plant of Fergusons Cleaners on Woolwich St., Guelph, Ont.



Fishburn Cleaning and Laundry Co., 3200 Ross Ave., Dallas, Tex., has purchased the adjacent Ideal Laundry Co. According to Denys Slater, president of Fishburn's, the president of Fishburn's, the acquisition will be used to expand both drycleaning and aundry facilities.

Turon (Kans.) Cleaners has been sold by Mr. and Mrs. Francis Gilmore to Mr. and Mrs. Elmer Dreher.

A new drycleaning plant is being built at 7551 N. Loop Road, Tigua, Tex., for Acme Laundry and Cleaners Co.

Royale Cleaners has been opened at 23991 Narbonne Ave., Lomita, Cal., by Mr. and Mrs. Harry B. Moritz, who also operate Cleaners at Torrance. Royale Cleaners, which operates five other stores, is at 5084 Mission St.

The plant of DeLuxe Cleaners, 200 W. Coal, Gallup, N. M., has been remodeled. Jose M. Flores is the owner.

Nu-Way Cleaners, Victorville, Cal., has been reopened by owner John Pettis after a recent

Mound City (Kans.) Cleaners has been opened by Mr. and Mrs. Paul Eberbart.

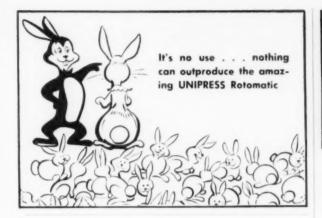
The management of Prench Cleaners, W. Yosemite Ave., Manteca, Cal., has been taken over by William P. Alexander.

A new drycleaning plant is building at 1135 Chestnut, Palo Alto, Cal.

Laundry and Cleaners Co.

McCullough Cleaners, 3203

McCullough Ave., San AnNew owner Joe Kearns has tonio, Tex., has been sold by changed the name of CalJ. A. Smith to Jack Rosenberg.





has announced installation of a shirt laundry

The business name of Frick Sye's One-Hour Cleaners, which Park Cleaners, 7115 Reynolds operates stores in Philadelphia, St., Pittsburgh, Pa., has been Pa., and Camden, N. J., has filed by Anna and Edward H. opened a branch at 22 E.

Kane Cleaners, Ridgewood, N. Y., has opened a new branch at 65-01 Myrtle Ave.,

Gregory Ferketish has applied for a certificate to conduct Curry Cleaners at Brownsville Rd., Broughton, Pa.

Amore Cleansers, owned by Charles A. Amore, has moved to new and larger quarters at 299 Rantoul St., Beverly, Mass.

Samuel Gerber, proprietor of Homewood J. Clarke Runner, Shore Cleaners, Inc., 24 W. founder and manager of the Front St., Red Bank, N. J., firm, announced plans to open additional stores in the near

> operates stores in Philadelphia, Pa., and Camden, N. J., has opened a branch at 22 E. Center St., Woodbury, N. J., under the management of Sye Smoger.

Black's Cleaners has been opened by Edwin Black at 1104 Lincoln Ave., Prospect Park, Pa.

Jet One-Hour Cleaning Service, which operates plants in Maryland and Pennsylvania, has opened a branch at 59 Balti-more St., Cumberland, Md., under the management of George

Robert C. and James C. Reath Runner's Dry Cleaners, Pitts-burgh, Pa., has opened three at 12 N. Earl St., Shippens-new stores in East Liberty and burg, Pa.



to take space in a new building being constructed at Macclenny, Fla.

A branch of 1-Hour Koretiz-ing, Inc., Rocky Mount, N. C., Laundry, which had been closed has been opened at 366 King due to demolition, has been re-St., Charlesten, S. C., under the management of J. R. Mc-teriary. The firm also operates Beach, Fla.

Reynolds Dry Cleaners plans plants in Durham and Fayetteville, N. C.; Danville, Va., and Silver Spring and Rockville,

what's new

detergent added for faster action anti-souring and more power

only with

BOARD & BATH DIGESTER

THE LOW COST DIGESTER

made only by

TAKAMINE LABORATORY, INC.

CLIFTON, NEW JERSEY

MANUFACTURERS OF:

RESIZET - for linest textile refinishing

ASSISTEX - for positive moisture dispersing and sail removal used with strong soap and batch systems)

ASK YOUR JOBBER TODAY!

CASH IN ON DRAPERY SEASON WITH The Anderson EASY-LOCK Drapery Protector

the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned



How It Works-

Top is pulled up and with a simple twist locks open. Draperty hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are insert-d-a twist of the top and the heavy duty spring pulls cover down tightly.

← Shown open and closed

Hooks locked in-ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place — material cannot be damaged. After cleaning, pull top up — twist and it locks open and hooks come our easily. hooks come out easily Money back guarantee—or der a dozen today.

NOW IN USE BY MANY LEADING DRY CLEANERS

check must accompany order \$12.00 a doz.

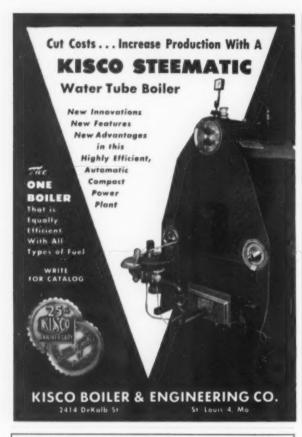
NOW MORE RUGGED and PLATED Name AGAINST

ANDERSON SPECIALTY MFG. CO. 5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$12.00 is enclosed. If we are not
completely satisfied in 30 DAYS our money is to be refunded at once.

Street

RUST



"Fashion Recipe" Ads run like editorial columns

GOOD COPY has always been the best way to sell. Taylor Host copy columns, designed to be published over your name and picture, help the housewife help you. When you run them once a week on the Women's Pages of your local paper, you give the women of your community a "recipe" for garment and fabric care and buying. And you get the most readership from the people who have the most to spend. Taylor Host columns are read by the top 25% of the women who spend 75% of ALL cleaning money?

RESULT: Per-family spending with you goes up; choice new customers with to your account; and claim and spotting costs on "ornery" tobs come down.

Why hope your ads will work? Why not "be a columnist" and get new customers PLUS more money from your present customer? And no more worrying about next week's ad-you simply choose from over 200 columns ready for you now-and get the Taylor Host regular bulletin service hesides.

For full information on the COPY SERVICE—and CUSTOMER

For full information on the COPY SERVICE-and CUSTOMER BOOKLETS-write today to

Taylor Host Inc.-718 N. Ave. 53-Los Angeles 12. Cal.



EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes. Send Us Your Inquiry.

LAUNDRY MACHINE CO. TOLEDO, OHIO

GARMENT RACKS SPECIAL..



PAINTED RECONDITIONED PIPE-\$12.50

6 ft. long 51/2 ft. high with set of 3" rubber swivel casters.

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

New York 7, N. Y.

Carolina Cleaners has been opened by J. H. Slaughter on Broad St., Bennettsville, S. C. The building has been renovated and new equipment installed.

Everhart Cleaners, Pulaski, Va., has added more equipment.

One Hour Valet, Inc., has opened its 26th unit, at 239 23rd St., Miami Beach, Fla.

Howard's Cleaners has opened a branch at 3129 Beach Blvd., St. Petersburg, Fla.

Carolina Cleaners has been opened by J. H. Slaughter on Broad St., Bennettsville, S. C.

Crawford Frye, president of Yource Drive Cleaners, Inc., Shreveport, La., has announced complete plant remodeling and addition of equipment.

Finley Hurley, proprietor of Whiteway Dry Cleaners, Lon-don, Ky., has opened a new laundry



The 45th Avenue Cleaners, Multnomah, Ore., has been pur-chased by Mr. and Mrs. E. John Price to Robert Wirfel, and has been Sam Elskamp. renovated and reequipped.

The exterior of Economy Cleaners, 719 J St., Hoquiam, Wash., has been remodeled.

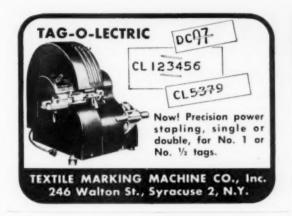
South Bend (Wash.) Cleaners has been opened by Mr. and Mrs. Harley Webber in the building in which they formerly operated Pacific Cleaners. The plant has been renown.

Peerless Cleaners, Bridge St., Baker, Ore., has been sold by John Price to Mr. and Mrs.

French Way Cleaners has been opened by Vern Rogers in the Atwood Bldg., 119th Ave. and Halsey St., Parkrose, Ore.

OBITUARIES

Thomas B. Middlebrooks, president of Middlebrooks Laundry Machinery Company, Inc., Birmingham, Alabama, recently passed away after an extended illness.



Mr. Middlebrooks organized the company in 1944 and since that time served the industry in Alabama and bordering states.

Harry Purdue, 74, operator since 1924 of Newman Cleaners in Newman, Illinois, died recently. He is survived by a daughter and a sister.

MEETINGS SCHEDULED

September 20, 21 and 22—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Canada.

September 24, 25, 26 and 27—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue-Stratford Hotel, Philadelphia.

October 9, 10 and 11—American Institute of Laundering, Annual Convention and Exhibit, Shrine Convention Hall, Los Angeles, California.

October 16 and 17—Idaho State Laundry and Dry Cleaners Association, Annual Convention, Bannock Hotel, Pocatello.

November 4, 5 and 6—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Sheraton-Plaza Hotel, Daytona Beach, Florida.

November 6, 7 and 8—Ohio State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Dayton.

November 27, 28 and 29—Illinois State Cleaners and Dyers Association, Annual Convention, Leland Hotel, Springfield.

December 4, 5 and 6—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.

1954

January 15, 16, 17 and 18—National Institute of Rug Cleaning, Annual Convention and Exhibit, McAllister Hotel and Miami Auditorium, Miami, Florida.

February 11, 12, 13 and 14—National Institute of Drycleaning, Annual Convention and Exhibit, National Guard Armory, Washington, D. C.

Guard Armory, Washington, D. C.

February 26 and 27—Utah State Cleaners Association,
Annual Convention, Newhouse Hotel, Salt Lake
City.





The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry

BERTSCH & CO.

CAMBRIDGE CITY



SAVE UP TO 50% on HANDLING COSTS

FREE BOOKLET





ILLUSTRATED INSTRUCTION FOLDER

Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.



CONTINURALL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 34" or 1" ordinary pipe.
- You install-it-yourself. No welding ... No threading... No machining!

Free planning service!

MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

Name of Firm
Address
City State
Name
Jobber

MACHINE COMPANY Inc.

14th St. & Lafayette Ave. Kenilworth, N.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10s a word for the first insertion and 8s a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15s a word, first insertion; 10s a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad.

Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forworded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016.

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK, PHONE: LAURELTON 8-3291, 4648-2

WELL-ESTABLISHED SOLVENT PLANT in OHIO, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. ADDRESS: Box 5244, NATIONAL CLEANER & DYER.

For Sale—Cash \$35,000—U. S. Hoffman Economy Petroleum unit. Three combination, one wool, three hot heads Model X presses. 15 H.P. natural gas-fired boiler. All bought new April 1947. 150 x 150' lot, building concrete blocks, 30 x 70'. 3 trucks. Population 10,000. ADDRESS: Box 5261, NATIONAL CLEANER & DYER.

Indianapolis solvent plant—all retail. Well-equipped, steadily growing, 7 outlets, 4 routes, 3 offices. \$32,000 sales quarter just ended. Real estate included. ADDRESS: Box 5573, NATIONAL CLEANER & DYER.

Industrial area of CENTRAL NEW YORK state. Brick building, apartment over plant, three stores, cash-and-carry, \$20,000, one-half cash. Fred Green, Cooperstown, New York.

5574-2

Modern Perk cleaning plant in Beverly Hills, Calif. Completely equipped, established 6 years. Volume \$45,000. Sacrifice at \$20,000, all new equipment valued at \$25,000. C. H. Wickens, 2045 Manning Ave., Los Angeles, Calif.

FOR SALE:—DRYCLEANING PLANT 6-A Prosperity unit installed September 1952, Sanitone Licensee, For further information write: Clayton Dry Cleaners, Clayton, New Mexico. 5577-2

Laundry and drycleaning plant for sale, West Texas. Town 20,000 population. Volume 1952 in excess of \$300,000, AD-DRESS: Box 5605, NATIONAL CLEANER & DYER. -2

For Sale:—Drycleaning business in Windsor, located in the Annapolis Valley, Nova Scotia. New solvent equipment. Gross \$19,000 yearly. Cash price \$17,000. Parties interested write: P. O. Box 25, Windsor, Nova Scotia.

IMMEDIATE INCOME—UNUSUAL OPPORTUNITY, paying business, perfect for couple. Come see for yourself. Terms. Griffin Dry Cleaners, 601 Smith Ave., Thomasville, Georgia,

Drycleaning plant, fully equipped, new in 1948, excellent opportunity for good spotter and presser. For details write: Fairchild Cleaners, Red Lodge, Montana. 5614-2

Drycleaning plant, only plant in town, N. W. Iowa, No competition. Good farming territory. Apartment. Write: Box 5640, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT—Established Ohio money-maker, includes two retail outlets, real estate—\(^1\)_a acre. Fully equipped. Gross \(^8\)150,000. Terms. Low down payment. ADDRESS: Box 6441, NATIONAL CLEANER & DYER. -2

For Sale:—Drycleaning business, cash-and-carry, 2 locations, store and drive-in, growing Ohio city. Annual volume \$60,000 plus laundry agency, profits well above industry average, good equipment, fur storage vault, price \$55,000. ADDRESS: Box 5642, NATIONAL CLEANER & DYER.

CLEANING PLANT – LA VERNE – Established 1919, retail \$25,000 cash-and-carry per year. New Mercury 50-lb. plant, 2 Hoffman presses, Chevrolet delivery truck. Nets \$750 per month. \$13,500, terms. HART, 393 W. Holt, Pomona, Calif. 5644-2

For Sale:—Beautiful and well-equipped plant in NORTHERN CALIFORNIA. Grossing \$50,000 yearly at \$1.50 prices, 85% cash-and-carry. For additional information write: Box 5643, NATIONAL CLEANER & DYER.

-2

Western Pennsylvania, county seat—Well-established solvent plant, also large fur vault and stores. Established 20 years. Does annual business of \$140,000. Owner retiring. Will sell with or without real estate. ADDRESS: Box 5645, NATIONAL CLEANER & DYER.

TEXAS—Well-established plant in booming Gulf Coast industrial town of 30,000. \$18,000 walk-in trade last year without promotion. \$65 per month, long lease on building. Hoffman equipment to handle double present volume. Sacrifice at \$12,000 for good personal reason. ADDRESS: Box 5646, NATIONAL CLEANER & DYER.

Solvent plant, mid-western Pennsylvania, area of 100,000 population. Two brick buildings on large lot. Fully equipped. Yearly volume over \$43,000. One owner 40 years. Buy or rent property. Price \$30,000. Terms. ADDRESS: Box 5647, NATIONAL CLEANER & DYER.

Carpet–Furniture–Cleaning Plant–Family owned 54 years. Sales \$65,000 yearly; capacity business; modern equipment–machinery; carpet sales-installation; canopy rental service, upholstery, pillow-mattress cleaning; three-floor building; employs 15; city 150,000; priced with property. Apple Co., Brokers. Cleveland, Ohio. 5648-2

Hoffman-equipped plant operating on 4% charged system. Located in capital city of Midwestern state. Last year's volume \$35,000, cash-and-carry, built up in four years time in rapidly growing new business and residential district. Equipment five years old and adequate to handle twice present volume. Owner netted \$11,000. A very attractive buy. Lease available. Price \$30,000. ADDRESS: Box 5649, NATIONAL CLEANER & DYER.

Cleaning and pressing establishment in the fastest growing area in Northwest. Own cleaning plant. Equipment one year old. Illness of wife necessitates moving to different climate. Business located on main highway. Total price, \$15,000. Terms to good credit risk. The D. & R. Realty, 1828 Broadway, Everett, Washington.

Solvent plant, all or separate by the piece. In storage. State Oklahoma. ADDRESS: Box 5671, NATIONAL CLEANER & DYER.

CLEANING PLANTS FOR SALE (Cont'd)

Owner retired, will sacrifice one of Midwest's oldest (1883), best established solvent cleaning plants, Terre Haute, Indiana. \$100,000 volume, best prices, machinery first-class. Price \$50,000 includes well-located building and drive-in parking lot. Terms. Contact O. W. Morrissey, Fletcher Trust Bldg., Indianapolis, Ind.

FOR SALE:—Old-established solvent plant in Oregon. Volume 875,000. Shirt laundry, fur storage vault, all retail. Owner wishes to retire. ADDRESS: Box 5678, NATIONAL CLEANER & DYFR.

FOR SALE:—Modern equipped and thoroughly established drycleaning plant. Irrigated, oil and ranch region. City of 10,000, Reason for selling, failing health, Priced for immediate sale, ADDRESS: "THE" Cleaner, c/o Arnold Weil, Miles City, Montana, Phone: 49.

ESTABLISHED SOLVENT PLANT IN N. H., city of 49,000. New truck, experienced employees, profitable routes, good chance for expansion, at very low selling price. ADDRESS: Box 5685, NATIONAL CLEANER & DYER.

Well-established synthetic plant in southern Michigan, sales \$25,000. Prices \$1.50 up. Will give lease on building. Price \$15,000. Industrial area with 200 new homes being built. ADDRESS: Box 5686, NATIONAL CLEANER & DYER. -2

PROFIT-MAKING NEW PLANT netting over \$300 per weeksteadily increasing. Compact, efficient set-up. Cost \$28,000. Due to illness will sell or take partner. Located Albany, N. Y. ADDRESS: Box 5687, NATIONAL CLEANER & DYER.

SYNTHETIC PLANT—COMPLETELY EQUIPPED, Midwestern capital city. Annual volume \$50,000, Owners retiring. If you wish to relocate don't miss this exceptional buy. Contact: Roy Francis, 34 W. California Ave., Columbus, Ohio, or call LA 7375 or AD 7828.

Cleaning and pressing plant doing excellent business. Death of husband reason for selling. Price \$17,000 cash. P.O. Box 928, Huntsville, Texas. 5692-2

STORAGE VAULT FOR SALE

Largest and most modern cold fur storage vault in Indiana. Capacity 7,000 coats. Complete fur business and service. Lowest insurance rate in Indiana. Vault filled to capacity at present time. A number 1 reputation. Always operated at a profit, never in the red. See "The National Cleaner & Dyer" magazine—October 1950 issue. Will sell all or 75% of stock. Very reasonable. VOGUE FUR VAULT, INC., 2007 Kossuth Street, Lafayette, Indiana. Attention: Jack N. Vaughan. 5675-21

CLEANING PLANTS WANTED

WANTED-PLANTS-ALL KINDS-New York, New Jersey, Connecticut. BUYERS WAITING-LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016.

SITUATIONS WANTED

I seek a position for Saturdays and other spare hours to work without compensation in exchange for opportunity to learn pressing and operation of a drycleaning store. Prefer Newark, N. J., vicinity or New York City. ADDRESS: Box 5532, NATIONAL CLEANER & DYER.

SALES TECHNICIAN seeks another assignment abroad, U. S., experienced South America, Near East, establishing plants, training unskilled personnel in production, sales, administration; speak Spanish, Arabian; graduate NID's general, management courses; 21 years practical experience. Write: Box 5625, NATIONAL CLEANER & DYER.

ARE YOU LOOKING? For reliable, responsible, family man with excellent health and good character. NID graduate, thoroughly familiar with solvent, synthetic and charge cleaning. Experienced in all phases of drycleaning, including training, production, incentive pay plan and supervision of personnel. Interested only in steady position in quality plant. ADDRESS:

Box 5653, NATIONAL CLEANER & DYER.

SITUATIONS WANTED (Cont'd)

MR. MANUFACTURER—High earning salesman-sales manager anxious to relocate. Versatile, comprehensive experience all phases drycleaning and laundering. Write: Box 5570, NATIONAL CLEANER & DYER.

Spotter (silk) with broad executive management experience, wishes position in New York City or eastern Long Island. AD-DRESS: Box 5654, NATIONAL CLEANER & DYER -5

Manager, silk spotter, 19 years' experience, all departments, age 43, married, wants position in synthetic plant in Florida. AD-DRESS: Box 5655, NATIONAL CLEANER & DYER.

AVAILABLE NOW-EXPERIENCED GENERAL MANAGER

–JOBBER'S SALESMAN-MANUFACTURER'S AGENT. College graduate, married, age 37, move anywhere. Starting salary
\$10,000. Graduate of A.I.L. and N.I.D. Complete personal
resume will be sent if position offered in your inquiry affords
ample opportunity. Please give complete job description. ADDRESS: Box 5656, NATIONAL CLEANER & DYER.

–5

Young, healthy, family man, desires steady position as working manager in Connecticut or southern New York, All-around experienced, synthetic expert, NID graduate. ADDRESS: Box 5658, NATIONAL CLEANER & DYER.

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

Silk spotter or working manager for quality plant, college graduate. Twenty years' of practical plant experience in all departments, highest credentials. ADDRESS: Box: 5680, NATIONAL CLEANER & DYER.

MANAGER-SILK SPOTTER, 20 years' experience in all phases of drycleaning, training help, married, sober, wants steady position with future in quality plant. Prefer the EAST. ADDRESS: Box 5681, NATIONAL CLEANER & DYER.

To manage medium-sized Petroleum plant in Indiana or West. 12 years experience, references. ADDRESS: Box 5689, NA-TIONAL CLEANER & DYER. -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

DISTRIBUTORS—SALESMEN—A once in a lifetime opportunity for the right men to represent the complete line of SEC Synthetic cleaning equipment. Many lucrative territories now open for you. Write or wire today for complete details. SEC-o-MATIC Corp., 56 La France, Bloomfield, N. J. 5631-14

DRYCLEANING INSTALLATION & REPAIR ORGANIZA-TIONS—Hundreds of drycleaners in your territory need efficient and economical Hi-Speed Rail Installations. Big opportunity for dependable firms to sell and install Hi-Speed Rails. Close cooperation with manufacturer assured. Send information regarding your organization and area covered. Time Savers, Inc., Dept. N, 533-89 Walnut Street, Montelair, N. J.

GO INTO BUSINESS FOR YOURSELF—if you have some knowledge of drycleaning with sales or executive ability we have a proposition which will appeal to the most critical. Introducing—the revolutionary LUSTERWAY DRYCLEANING METHOD, which we franchise to the better cleaners. You must be able to stock merchandise, do your own billing, and able to finance yourself. The earnings will depend entirely upon your ability and effort put forth. Leading manufacturers' equipment is also available to our representatives, we finance term deals. A large number of leading drycleaning plants throughout the country are now using this method. Communicate with McCleary Associates, 448 No. Second Street, Memphis, Tennessee. 5668-14

SALESMAN with following for household and decorator's department for quality cleaning plant, New York City. ADDRESS: Box 5661, NATIONAL CLEANER & DYER.

DISTRIBUTORS—JOBBERS for wire garment hangers. Exclusive territories still available. DIAMOND WIRE HANGER CO., CLAIRTON, PA. Manufacturers of Wire Coat Hangers. 5669-14

SALESMEN-DISTRIBUTORS WANTED (Cont'd)

SALESMEN: Sell our tumbler thermometers and solvent temperature gauges, accurate, low priced, non-competitive. Big discounts. A prestige item. Literature and price list given to qualified applications. Competition Chemicals, Box 141, Iowa Falls, Iowa. 5672-14

ATTENTION SALESMEN:—STA*NU Corporation, the fastest growing company in drycleaning history, now has openings for proven producers. Over 1,500 quality cleaning plants have been licensed to use STA*NU. We are currently running the largest national consumer advertising campaign in the history of the drycleaning industry. Millions of consumers are reading about STA*NU. The men we are looking for must not only be salesmen, they must be sales executives, qualified—after training—to assist their accounts in sales promotional campaigns, driver and counter gril training, incentive plans, etc. This is not an ordinary offering of a job! We are a young company with many executive positions open that must be filled by the men in the ranks. If, at present, you are unable to accept a position with us pass this information on to a friend; he will thank you for it. Liberal draw and expenses. All replies strictly confidential. Write, giving your full background. SALES MANAGER, STA*NU CORP., 110
South Dearborn St., Chicago 3, Ill.

5673-14

SALESMAN with knowledge of drycleaning machinery, having sales ability. Desirable territory available. Write: Gross Machinery Co., Buffalo 14, New York, for detailed information. 5691-14

HELP WANTED

WORKING SUPERINTENDENT FOR WELL-ESTABLISHED QUALITY PETROLEUM PLANT, LOCATED IN LARGE NEW ENGLAND CITY, MUST HAVE THOROUGH KNOWL-EDGE OF COSTS, METHODS, TRAINING OF NEW PERSONNEL AND WORK FLOW. EXCELLENT OPPORTUNITY FOR PROGRESSIVE, INDUSTRIOUS INDIVIDUAL WRITE STATING COMPLETE EXPERIENCE, QUALIFICATIONS AND REFERENCES. ADDRESS: Box 5539, NATIONAL CLEANER & DYER.

Spotter and general working foreman. Petroleum Sanitone plant. State age, experience and salary required. Lindey Cleaners, Rhinelander, Wis. Erik Lindegren, owner. 5540-7

N.I.D. graduate with experience and ability as a working supervisor, must be able to produce quality work and have the ability to handle cleaning, spotting and help, in a quality plant in New England. ADDRESS: Box 5584, NATIONAL CLEANER & DYER.

SALES MANAGER-STORE SUPERVISOR—Drycleaning-laundry chain in Youngstown, Ohio. Married man with previous experience able to hire and train help, assume full responsibility, and willing to work. This is an excellent position with high salary, plus bonus. If you think you can qualify, make arrangements for personal interview with Mr. E. Weiss, at LaFrance Dry Cleaners, Inc., 64 S. Fruit St., Youngstown, Ohio. 5626-7

GARMENT DYER—In wholesale plant located in large Middle West city. Experience in sample dyeing preferred. State qualifications and salary expected in reply. ADDRESS: Box 5627, NATIONAL CLEANER & DYER.

MANAGER experienced for retail quality cleaning plant, New York City. ADDRESS: Box 5659, NATIONAL CLEANER & DYER. -7

TAILOR, all-around, permanent position for quality cleaning plant in New York City, ADDRESS: Box 5660, NATIONAL CLEANER & DYER. -7

WANTED:—Experienced married man for WORKING FORE-MAN in pressing department, some silk pressing experience required. Must be able to make good quality and production in small retail drycleaning plant, near Springfield, Mass. ADDRESS: Box 5662, NATIONAL CLEANER & DYER.

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